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FOR IMMEDIATE RELEASE

CCA INDUSTRIES, INC. INCREASES CASH DIVIDEND BASED ON PROJECTED PRELIMINARY RECORD YEAR-END EARNINGS

East Rutherford, NJ, January 12, 2005: CCA Industries, Inc. (AMEX - CAW) announces that based upon the record projected estimated year-end revenues and earnings, it has declared an increase of approximately 15% of the annual cash dividend from \$0.14 per share to \$0.16 per share. \$0.08 is payable to shareholders of record May 1, 2005, payable June 1, 2005 and \$0.08 is payable to shareholders of record November 1, 2005 payable on December 1, 2005.

The record year-end financial statements will be finalized and filed by the beginning of February 2005.

CCA Industries, Inc. manufactures and markets health and beauty aids, each under its individual brand name. The products include, principally, "Plus+White" toothpastes and teeth whiteners, "Sudden Change" anti-aging skin care products and "Scar Zone," "Nutra Nail" nail growth treatments, "Mega" Green Tea diet aids, "Hair Off" hair removal and depilatories, "Bikini Zone" medicated crème and gel for the bikini area, "Solar Sense" sun protection products, and "Cherry Vanilla" Perfume.

The Denise Austin "Skin Fit for Life" green tea anti-oxidant skin care line will commence distribution in February 2005.

Statements contained in the news release that are not historical facts are forward looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. Such forward-looking statements are subject to risks and uncertainties, which would cause actual results to differ materially from estimated results. Such risks and uncertainties are detailed in the Company's filings with the Securities and Exchange Commission.