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FOR IMMEDIATE

RELEASE

CCA INDUSTRIES, INC. EXCEEDS INTERNAL SIX MONTH PROJECTIONS

East Rutherford, NJ, June 19, 2003: David Edell, President of CCA Industries, Inc. (AMEX: CAW) announced today that preliminary six month revenue, subject to final adjustments which are always reviewed by the Company's independent auditors, are approximately \$30,000,000, as compared with \$23,559,000 for the prior six month period ending May 31, 2002. Gross profit is estimated at \$4,750,000 compared to \$2,572,339 for the prior year period. Net income after taxes is approximately \$2,750,000 as compared to \$1,518,049. Earnings per share, fully diluted, are approximately \$0.34 per share as compared to \$0.20. The final six month figures should be ready on or about July 1, 2003.

"Our employees have done a fabulous job this year in creating and selling our core brand of products and the new extensions."

CCA Industries, Inc., manufactures and markets health and beauty aids, each under its individual brand name. The products include, principally, "Plus+White" toothpaste and whiteners, "Sudden Change" skin care products, "Nutra Nail" nail treatments, "Mega", non-drug diet aids, "Hair Off" mittens and depilatories, "Bikini Zone" medicated crème and gel for the bikini area, and "Solar Sense", a line of sun care products, and "Cherry Vanilla" fragrance.

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.

