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**FOR IMMEDIATE RELEASE**

**CCA INDUSTRIES, INC. ANNOUNCES MARKETING OF CHEMOPREVENTIVE EFFECTS OF GREEN TEA POLYPHENOLS TO DELAY AGING OF SKIN.**

**East Rutherford, NJ, March 16, 2004: CCA Industries, Inc. (AMEX - CAW) announced today that it has entered into an agreement with Dr. Stephen Hsu, a renowned professor at the Medical College of Georgia. Dr. Hsu is one of the foremost experts on the properties of Green Tea extracts (Camellia sinesis) for use in skin care treatment.**

**Dr. Hsu will be working with CCA for the filing of patents and development of topical crème and gel formulations to help rejuvenate and delay the process of the appearance of aging skin.**

**“Numerous skin treatments containing Green Tea extracts are being marketed today, but they have not been formulated to provide the value of the antioxidant effects of Green Tea. It is my belief that the formulations that we are now working on together can provide those important skin treatment benefits,” stated Dr. Hsu.**

**By early next year, CCA expects that it will market a series of skin care products specializing in the use of the antioxidant properties of Green Tea with special proprietary formulations. The new products will be added to CCA’s Sudden Change skin care line.**

**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 and “Scar Zone,” “Nutra Nail” nail treatments, “Mega” non-drug Green Tea 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.