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FOR IMMEDIATE RELEASE

CCA INDUSTRIES, INC. REPORTS THIRD QUARTER AND NINE-MONTH EARNINGS

East Rutherford, NJ, October 15, 2002: CCA Industries, Inc. (CCAM) announced today earnings for the third quarter ended August 31, 2002. Revenues were up 13.8% from \$10,114,197 to \$11,511,314. Net income was up from \$304,125 to \$722,822, a 138% increase. Earnings per share were up 150% from \$.04 per share to \$.10 per share.

For the nine month period ending August 31, 2002, the Company had revenue of \$35,070,855 and net income of \$2,240,871 compared to revenue of \$33,156,765 and net income of \$1,778,751 for the prior year. An increase of 5.8% and 26% respectively.

CCA Industries, Inc., manufacturer of health and beauty aids products, markets approximately 175 products 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 14" natural fiber diet aids, "Mega-T Green Tea" appetite suppressant, "Hair Off" mittens and depilatories, "Bikini Zone" medicated creme and gel for the bikini area, hair care products, and the "Solar Sense" line of sun care products, and "Cherry Vanilla" fragrance.

Statements contained in the new 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.

CCA INDUSTRIES, INC. & SUBSIDIARIES
THIRD QUARTER
NEWS RELEASE

| | August 31, 2002 | August 31, 2001 |
|--|-----------------|-----------------|
| QUARTER ENDED | | |
| REVENUES | \$11,511,314 | \$10,114,197 |
| NET INCOME | \$ 722,822 | \$ 304,125 |
| PER SHARE EARNINGS | | |
| BASIC | \$ 0.10 | \$ 0.04 |
| DILUTED | \$ 0.10 | \$ 0.04 |
| WEIGHTED AVERAGE SHARES OUTSTANDING | | |
| BASIC | 7,018,192 | 6,847,006 |
| DILUTED | 7,585,043 | 7,448,503 |
| NINE MONTHS ENDED | | |
| REVENUES | \$35,070,855 | \$33,156,765 |
| NET INCOME | \$ 2,240,871 | \$ 1,778,751 |
| PER SHARE EARNINGS | | |
| BASIC | \$ 0.32 | \$ 0.26 |
| DILUTED | \$ 0.30 | \$ 0.24 |
| WEIGHTED AVERAGE SHARES OUTSTANDING | | |
| BASIC | 7,036,369 | 6,877,678 |
| DILUTED | 7,562,012 | 7,387,103 |