

CCA INDUSTRIES, INC. - A FEATURED PRESENTER AT OPPENHEIMER BUSINESS OF BEAUTY CONFERENCE.

CCA Industries, Inc., (AMEX:CAW) has accepted an invitation to present at the Oppenheimer Business of Beauty conference in New York City, Tuesday, September 14, 2004. The conference will be held at the Intercontinental Hotel, 111 East 48th Street, New York, NY 10017. Among the companies presenting along with CCA, will be Elizabeth Arden, Estee Lauder, Nu Skin Enterprises and Coty.

Oppenheimer has allocated 45 minutes for each company's presentation: a 30-minute presentation followed by 15 minutes of questions and answers. Oppenheimer will web cast (audio and video) the conference.

<http://www.instawatch.com/opco/businessofbeauty.asp> is the link to the webcast.

September 8, 2004