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FOR IMMEDIATE RELEASE

CCA INDUSTRIES, INC. ANNOUNCES YEAR END RESULTS AND TWENTY-FOURTH CONSECUTIVE DIVIDEND.

East Rutherford, NJ February 23, 2010: CCA Industries, Inc (NYSE Amex: CAW) announced today revenues for the fiscal year ended November 30, 2009, were \$57,672,164, net income was \$3,431,644 and earnings per share fully diluted were \$0.49. Net income had a 143% increase over the prior year. Revenues for the prior year were \$57,457,946, net income was \$1,412,886, and earnings per share fully diluted were \$0.20.

Revenues for the fourth quarter were \$12,634,774, net income was \$1,013,796 and earnings per share fully diluted were \$0.14. "I am happy to report that most of our products maintained their acceptance by consumers despite the overall slowdown in the economic environment," stated Dunnan Edell, President.

The Board of Directors declared a dividend of \$0.07 per share to all shareholders of record on May 3, 2010, payable on June 3, 2010; the Companies twenty-fourth consecutive dividend. Despite a questionable economy, we are confident our business will enable the company to continue its consecutive quarterly dividends throughout this fiscal year.

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, "Mega-T" Green Tea diet supplements, "Mega-T" Green Tea gum and mint products, "Bikini Zone", medicated topical and shave gels, "Nutra Nail" nail care treatments, "Scar Zone" scar treatment products, "Sudden Change" anti-aging skin care products, "Parfume de Vanille" fragrances, "Solar Sense" sun protection products, "Hair Off" hair removal and depilatory products, "Wash 'N Curl" shampoos and conditioners and Pain Bust RII an analgesic product.

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 are detailed in the Company's filings with the Securities and Exchange Commission.

CCA Industries, Inc.

<u>For Quarter Ended November 30,</u>	<u>2009</u>	<u>2008</u>
Revenues	\$12,634,744	\$12,048,192
Net Income (loss)	1,013,796	(822,909)
Earnings (loss) per share – Basic	\$0.14	\$(0.12)
Earnings (loss) per share – Diluted	\$0.14	\$(0.12)

For Year Ended November 30,

Revenues	\$57,672,164	\$57,457,946
Net Income	3,431,644	1,412,886
Earnings per share – Basic	\$0.49	\$0.20
Earnings per share – Diluted	\$0.49	\$0.20
Weighted Average Shares Outstanding - Basic	7,054,442	7,054,442
Weighted Average Shares Outstanding – Diluted	7,054,442	7,061,646