

**Company Contact:**  
**Ira W. Berman**  
**Chairman**  
**800 524-2720**

**FOR IMMEDIATE RELEASE**

**CCA INDUSTRIES, INC. REPORTS THIRD QUARTER EARNINGS AND DECLARES \$0.07 DIVIDEND FOR THE FOURTH QUARTER**

East Rutherford, NJ, October 5, 2006: CCA Industries, Inc. (AMEX: CAW), announced today that for the three months ended August 31, 2006, revenues were \$16,312,564, net income was \$1,927,476, earnings per share were \$0.27 per share fully diluted as compared with last year's third quarter revenues of \$15,224,890, a net loss of \$(390,834) and earnings per share of \$(0.05) fully diluted.

Revenues for the nine-month period were \$50,975,846 as compared to \$48,655,131 in the prior year. Net income for the nine-month period was \$4,703,362 as compared to net income of \$2,304,651 for the same period last year. Earnings per share were \$0.66 fully diluted as compared to \$0.31 earnings per share fully diluted for the previous year's nine-month period.

"We are pleased with the merchandising of our brands and we will be adding new skus to all of our core brands for the 2007 season that includes a new dietary supplement, Pound-X, which began shipping this month. Pound-X is a total weight loss program of special dietary supplements for morning, afternoon and evening. Its introduction is initially being featured at Wal-Mart," stated Dunnan Edell, President.

The Company has a very strong balance sheet with free cash and marketable securities of \$18,120,300 and a \$25 million unsecured line of credit which has yet to be utilized. The Company has also added two very talented additions to its management team.

The Board of Directors declared a \$0.07 per share dividend to all shareholders of record November 1, 2006 payable on December 1, 2006.

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, "Sudden Change" anti-aging skin care products and "Scar Zone," "Nutra Nail" nail growth treatments, "Mega-T" Green Tea diet aids, "Mega-T" chewing gum, "Mega-G" diet aids, "Pound-X" dietary supplement, "Hair Off" hair removal and depilatories, "Bikini Zone" medicated crème and gel for the bikini area, "Solar Sense" sun protection products, and "Cherry Vanilla" Perfume.

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.

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

Quarter Ended	August 31, 2006	August 31, 2005
Revenues	\$16,312,564	\$15,224,890
Net Income (loss)	\$ 1,927,476	\$ (390,834)
Per Share Earnings		
Basic	\$0.28	\$(0 .05)
Diluted	\$0.27	\$(0 .05)
Weighted Average Shares Outstanding		
Basic	6,981,224	7,219,152
Diluted	7,079,259	7,219,152
Nine Months Ended August 31		
Revenues	\$ 50,975,846	\$ 48,655,131
Net Income	\$ 4,703,362	\$ 2,304,651
Per Share Earnings		
Basic	\$0.67	\$0.32
Diluted	\$0.66	\$0.31
Weighted Average Shares Outstanding		
Basic	7,048,902	7,132,137
Diluted	7,157,102	7,326,438