

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

FOR IMMEDIATE RELEASE

CCA INDUSTRIES, INC. REPURCHASES AN AGGREGATE OF 225,000 SHARES.

East Rutherford, NJ: February 15, 2006, CCA Industries, Inc. (AMEX – CAW)

Reaffirming its commitments to enhance shareholders' value, CCA Industries, Inc. has agreed to use a portion of its record free cash to fund the purchase of an aggregate of 225,000 shares of common stock in a private transaction from its two founders, David Edell and Ira W. Berman and one of its officers, Drew Edell. The purchase price of the shares was \$10.50 per share.

“The purchase was the best use of the Company’s free cash flow decreasing the Company’s outstanding shares from 7,246,345 to 7,021,345 thus increasing earnings per share, not affecting the market float of its shares on the American Stock Exchange, and eliminating the payments of dividends on the shares being purchased.” stated Stanley Kreitman, Director and Co-Manager of the Company’s investment portfolio.

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, “Hair Off” hair removal and depilatories, “Bikini Zone” medicated crème and gel for the bikini area, “Solar Sense” sun protection products, “Cherry Vanilla” Perfume and the Denise Austin “Skin Fit for Life” green tea anti-oxidant skin care line.

Statements contained in the news releases 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.