

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

FOR IMMEDIATE RELEASE

CCA INDUSTRIES, INC. REPORTS RECORD THIRD QUARTER EARNINGS

East Rutherford, NJ, September 29, 2004: CCA Industries, Inc. (AMEX - CAW) reports record third quarter revenue and earnings despite increasing its advertising budget by \$1 million for the year, charging \$750,000 of the assessment against the third quarter earnings.

Compared to the third quarter ended August 31, 2003, revenues were up from \$12,852,537 to \$16,696,391. Net income was up from \$1,287,125 to \$1,457,230. Earnings per share were up from \$0.17 per share to \$0.19 per share (diluted).

For the nine-month period ended August 31, 2004, the Company had revenues of \$48,123,126 and net income of \$5,091,575, compared to revenues of \$42,978,569 and net income of \$4,444,846 for the prior year.

“In the fourth quarter however, there is a possibility that the unusual weather problems in the southern markets and the economic downturn in that area could effect our southern retail customers and might effect our fourth quarter results,” stated David Edell, CEO.

“We are very bullish about the introduction of our new Denise Austin skin care line, which we will be marketing in the beginning of the New Year. We are also very enthused about the results of our recent re-launching of Wash ‘n Curl - curling shampoo exclusively in two of our major retail accounts. Its success is beginning to allow us to get distribution with our other accounts and could provide significant revenues in the year 2005, as it has had in the past.”

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” Green Tea diet aids, “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**

August 31, 2004

August 31, 2003

Quarter Ended

Revenues	\$16,696,391	\$12,852,537
Net Income	\$ 1,457,230	\$ 1,287,125
Per Share Earnings		
Basic	\$ 0.20	\$ 0.18
Diluted	\$ 0.19	\$ 0.17

**Weighted Average
Shares Outstanding**

Basic	7,340,519	7,276,844
Diluted	7,619,540	7,674,234

Nine Months Ended August 31

Revenues	\$48,123,126	\$42,978,569
Net Income	\$ 5,091,575	\$ 4,444,846
Per Share Earnings		
Basic	\$ 0.70	\$ 0.62
Diluted	\$ 0.67	\$ 0.59

**Weighted Average
Shares Outstanding**

Basic	7,314,848	7,211,350
Diluted	7,593,220	7,593,596