

lands a superstar

Denise Austin, CCA to sell skin creams

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Shares in CCA Industries were rejuvenated Monday after the East Rutherford company that makes Plus-White toothpaste announced a deal to put Denise Austin's name on a new line of green tea-laced, anti-aging skin creams and cosmetics.

The producer and star of a daily fitness show on the Lifetime channel, Austin has the kind of national name recognition and seasoned California good looks that CEO David Edell hopes will have skin creams flying off the shelves at drugstores, supermarkets, and department stores. "She's 47 years old, and if you saw her in person you wouldn't believe it," Edell said.

Edell and Austin declined Monday to disclose terms of the licensing agreement through which Austin will be paid royalties based on sales.

Austin, who just finished taping for a new exercise video in New York, said in a telephone interview that she had recently met the man who developed the green-tea skin creams, Dr. Stephen Hsu, of the Medical College of Georgia, and she brought some samples of the new products home to Virginia. "I tried it out and I felt it made a difference," said Austin, who has sold more than 20 million exercise videos.

"I did a lot of research on green tea, and we all know how great green tea is to drink. It's all

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about keeping skin from wrinkling, looking good and feeling good," she said.

Austin also is promoting her eighth book on fitness, "Sculpt Your Body with Balls and Bands."

The new Denise Austin line "could be significant" for CCA, said industry analyst David Block of The Seidler Companies.

"For a company like CCA, I would call Denise Austin a big-name spokeswoman," he said.

Just last week, shares of CCA plummeted when the company announced it would add \$1 million to its advertising budget to fight increased competition, particularly in the tooth whitening product market.

The company said it would record a \$750,000 charge reflecting the added costs in the third quarter. Shares fell from \$9.10 on Aug. 2 to \$6.75 at Friday's close on the Amex.

On Monday, after the Austin announcement, shares rose almost 8 percent to \$7.28.

Block said Monday that the market overreacted last week to the advertising announcement. He rates CCA a

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"strong buy" and projects that the stock will rise to \$13 in 12 months.

Edell said the launch of the Denise Austin line will probably be in February or March and the creams will sell in the \$10 to \$15 range.

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CCW, whose headquarters are on Murray Hill Parkway in the Meadowlands, expects \$60 million in sales this year.

It manufactures and markets the Solar Sense sun care product, Wash N' Curl shampoo, Nutra Nail treatments, and Hair Off.

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