

Company Contacts:
Ira W. Berman
Chairman
800-524-2720

FOR IMMEDIATE RELEASE

CCA INDUSTRIES, INC. DECLARES \$0.07 DIVIDEND FOR THE THIRD QUARTER.

East Rutherford, NJ June 29,, 2009: CCA Industries, Inc. (NYSE Amex:” CAW”), announced today that its Board of Directors declared a \$0.07 cash dividend payable to all shareholders of record August 3, 2009 payable on September 3, 2009, the twentieth consecutive dividend paid by the company. “In the meantime, our cash position is strong, and we are currently inclined to continue our consecutive dividend stream”, stated David Edell, CEO. The \$0.07 dividend was declared by the Board of Directors after considering the concern of the economic condition of the economy, and the possible effect it may have upon the Company’s free cash flow in the forthcoming quarters.

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.