

February 25, 2008



CCA Industries, Inc. Declares Quarterly Dividend Increase

EAST RUTHERFORD, N.J., Feb. 25 /PRNewswire-FirstCall/ -- CCA Industries, Inc. (Amex: CAW) announced today that the board of directors declared a 10% increase in the dividend from \$0.10 to \$0.11 per share for the second quarter ending May 31, 2008 payable to shareholders of record May 1, 2008, payable on June 1, 2008.

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 topicals 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, and "Wash 'N Curl" shampoos and conditioners.

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.

SOURCE CCA Industries, Inc.