

October 1, 2009



CCA Industries, Inc. Announces Lawsuit

EAST RUTHERFORD, N.J., Oct. 1 /PRNewswire-FirstCall/ -- CCA Industries, Inc. (NYSE Amex: CAW), announced today that the Company was just served with a class action suit, *Denise Wally vs. CCA Industries, Inc.* The claim, which did not specify any damages, was filed in the Superior Court, State of California, County of Los Angeles, and Central Civil West, alleging false and misleading claims about one of our products sold in California, that violated the California Business and Professional Code.

The Company believes that the claim is without any merit and intends to vigorously defend the case.

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.

SOURCE CCA Industries, Inc.