

July 11, 2017



CCA Industries, Inc. To Hold Second Quarter Earnings Call

RIDGEFIELD PARK, N.J., July 11, 2017 /PRNewswire/ -- CCA Industries, Inc. (NYSE MKT: "CAW") announced today that it will hold its earnings call for the second quarter and year to date, which ended May 31, 2017. The earnings call will take place on Tuesday, July 18, 2017 at 10 am EDT. All current and prospective investors are invited to attend. The call in number is (844) 513-9330 or 814-312-7426. The earnings call may also be accessed through a live audio web cast at:



<https://event.on24.com/wcc/r/1465207/43F0814366999EED60F7855AB0414DE6>

This is the first earnings call by the Company. The call will be led by Lance T. Funston, the Company's Chief Executive Officer and Stephen A. Heit, the Company's Chief Financial Officer. The Company will be reporting its second quarter and year to date fiscal 2017 results on Monday, July 17, 2017. The Company's officers will be discussing the financial results for the second quarter, the Company's marketing and product sales plans, as well as the Company's financial position. The investor call will be recorded and posted on the Company's investor web site www.ccainvestor.com.

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, "Bikini Zone" medicated topical and shave gels, "Nutra Nail" nail care treatments, "Scar Zone" scar treatment products, "Sudden Change" anti-aging skin care products, "Porcelana" skin care products and "Solar Sense" sun protection products.

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. No assurance can be given that the results in any forward-looking statement will be achieved and actual results could be affected by one or more factors, which could cause them to differ materially. For these statements, we claim the protection of the safe harbor for forward-looking statements contained in

the Private Securities Litigation Reform Act.

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