

October 5, 2017



CCA Industries, Inc. To Hold Third Quarter Earnings Call

RIDGEFIELD PARK, N.J., Oct. 5, 2017 /PRNewswire/ -- CCA Industries, Inc. (NYSE AMERICAN: "CAW") announced today that it will hold its earnings call for the third quarter and year to date, which ended August 31, 2017. The earnings call will take place on Tuesday, October 17, 2017 at 11 am EDT. All current and prospective investors are invited to attend. The call in number is (844) 579-6824. The earnings call may also be accessed through a live audio web cast at:

<https://event.on24.com/wcc/r/1472827/3F423DB12858BA27881640D623441ABB>



Further information may also be found on the Company's investor web site:

www.ccainvestor.com

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 issuing its third quarter and year to date fiscal 2017 results on Monday, October 16, 2017. The Company's officers will be discussing the financial results for the third 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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