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CCA Industries, Inc. Introduces a New Diet Aid Supplement

EAST RUTHERFORD, N.J., July 9 /PRNewswire-FirstCall/ -- CCA Industries, Inc. (Amex: CAW) announced today the introduction of its new Mega-T Plus diet aid. The first weight loss and cholesterol lowering dietary supplement to be available in the USA.

"Mega-T Plus is our new non drug dietary supplement, formulated with green tea and a clinically proven ingredient to lower bad cholesterol. Mega-T Plus will be targeted to the approximately 23 million overweight adults in America who, statistics indicate, might be suffering from high LDL (bad) cholesterol levels," stated Dunnan Edell, President.

"Mega-T Plus is an addition to our Mega-T brand of diet aids which are among the top three diet aid brands sold in retail outlets in the United States. Reception to Mega-T Plus by the major discount, food and drug chains has been excellent. We expect to have product in most of these key retailers by November, the end of our 2008 fiscal year. We plan to support the product with national television, FSI and online advertising, plus in-store promotions," added Dunnan Edell.

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.

SOURCE CCA Industries, Inc.