

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): March 9, 2015 (March 3, 2015)

CCA Industries, Inc.

(Exact name of registrant as specified in its charter)

DELAWARE

(State or other Jurisdiction of Incorporation)

1-31643

(Commission File Number)

04-2795439

(IRS Employer Identification No.)

**200 MURRAY HILL PARKWAY, EAST
RUTHERFORD, NEW JERSEY**

(Address of principal executive offices)

07073

(Zip Code)

Registrant's telephone number, including area code: (201) 935-3232

(Former name or former address if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 8.01 Other Events

The Company issued a press release on March 3, 2015 announcing its results for the year and quarter ended November 30, 2014.

Item 9.01 Exhibits

The following exhibits are annexed hereto:

99.1 Press release issued March 3, 2015.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

Dated: March 9, 2015

CCA Industries, Inc.

Registrant

By: /s/ Stephen A. Heit

Stephen A. Heit

Chief Financial Officer

Company Contact: EXHIBIT 99.1
Stephen A. Heit
800 524-2720, ext. 183

FOR IMMEDIATE RELEASE

CCA Industries, Inc., Reports 4.7% Net Revenue Growth For Full Year 2014 & Reports Restructuring Plan to Restore Long Term Profitable Growth Taking Hold

EAST RUTHERFORD, N.J., March 2, 2015 -- CCA Industries, Inc. (NYSE MKT: "CAW"), announced today its fourth quarter and full year results for the period ended November 30, 2014. The results can be found on the chart below.

KEY ACTIONS TAKEN IN 2014 TO RESTORE COMPANY PROFITABILITY

In December of 2013 the Board of Directors of CCA Industries, Inc., approved management's plan to restore the Company's long record of delivering profitable growth and sustained shareholder value. The plan was a multi-year effort that will be completed by the end of fiscal 2015. The Company expects results in fiscal 2015 to start showing the positive effects of the restructuring plan. Key tenets of the program are:

- (i) Returning CCA's focus on leveraging smart marketing and advertising programs to drive its brands connection to its consumer base;
- (ii) Repositioning its Go to Market model from an internally, fixed cost approach to an outsourced, variable cost basis to more efficiently capture business dynamics;
- (iii) Reducing overhead expenses reflecting the shift to an outsourced model;
- (iv) Recapitalizing the Company to help fund programs necessary to achieve near and longer-term plan goals;
- (v) Restoring growth by concentrating efforts against its core business units (Plus White, Sudden Change Bikini Zone and Nutra Nail Nail Treatments); and
- (vi) Reducing spending in all areas that do not directly drive the brands message to the consumer.

As a result of activating the above plan early in fiscal 2014, CCA has already become a far more productive and efficient Consumer Packaged Goods platform--one that posted a 4.7 % net sales increase in fiscal 2014 versus comparable net sales for the fiscal 2013 year while squeezing significant operating costs out of the system in 2014 versus 2013, including, but not limited to:

- Shipping costs reduced by \$1,675,913 due to outsourcing to Emerson warehousing operations;
- Personnel costs reduced by \$5,310,009 due to a reduction in workforce from 98 to 37;
- Sales commissions \$538,505 lower by leveraging the scale of the Emerson Group;
- Health Insurance costs reduced by \$701,170 as a result of the reduction on workforce;
- Travel, meals, and entertainment costs lower by \$322,563; and
- Consulting costs reduced by \$700,389 as a result of executing separation agreements with David Edell and Ira Berman.

That said, as part of the plan initiated, the Company (i) incurred \$2,738,570 in restructuring costs for the year ending November 30, 2014, (ii) increased its working media spending by \$2,800,000 to jump start its core brands after experiencing double-digit consumer sales declines in fiscal 2013 (positive trends extending out to the first quarter of fiscal 2015 are being realized), (iii) reduced inventory by \$3,426,077 during fiscal 2014 as a result of the Company's efforts to move manufacturing to a turn-key basis, creating efficiencies in the supply chain, and the sale of inventory as a result of the Mega T divestiture and (iv) discontinued its Gel Perfect line of nail color and divested its dietary supplement weight loss business, Mega T in fiscal 2014. These business units are reported in the Company's income statement as discontinued Operations. Selling, General and Administrative expenses, in total were reduced by over \$6,550,681 Million in fiscal 2014 or 35.7% lower versus fiscal 2013, including the major ones noted above.

In addition, as previously reported, the Company entered into a Loan and Security Agreement with Capital Preservation Solutions, LLC for a \$5,000,000 Working Capital line of Credit and a Term Loan for working capital purposes not to exceed \$1,000,000. We believe this action will enable CCA to continue to support its business plans and achieve the overarching goals of the restructuring plan approved and initiated in 2014.

Richard Kornhauser, Chief Executive Officer and President of CCA Industries, Inc. said, "We expect that our plan in totality to lead CCA back to its historical position of generating profitable growth and consistently delivering shareholder value. Moving forward into fiscal 2015, we are deploying harder working brand advertising and media programs, more targeted trade programs

CCA INDUSTRIES, INC.

	Three Months Ended	
	November 30, 2014	November 30, 2013
Revenues	\$ 5,486,789	\$ 5,526,796
(Loss) from Continuing Operations	\$ (3,676,099)	\$ (2,162,984)
Income (Loss) on Discontinued Operations	\$ (586,596)	\$ (2,065,145)
Net Income (Loss)	<u>\$ (4,262,695)</u>	<u>\$ (4,228,129)</u>
Earning per Share:		
Basic		
Continuing Operations	\$ (0.52)	\$ (0.31)
Discontinued Operations	\$ (0.08)	\$ (0.29)
Earnings (Loss)	<u>\$ (0.60)</u>	<u>\$ (0.60)</u>
Earning per Share:		
Diluted		
Continuing Operations	\$ (0.52)	\$ (0.31)
Discontinued Operations	\$ (0.08)	\$ (0.29)
Earnings (Loss)	<u>\$ (0.60)</u>	<u>\$ (0.60)</u>
Weighted Average Shares Outstanding:		
Basic	7,006,684	7,037,694
Diluted	7,006,684	7,037,694
