

**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): **July 28, 2015 (July 16, 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.)

**65 CHALLENGER RD, SUITE 340
RIDGEFIELD PARK, NEW JERSEY**

(Address of principal executive offices)

07660

(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 July 16, 2015 announcing its results for the quarter and six months ended May 31, 2015.

Item 9.01 Exhibits

The following exhibits are annexed hereto:

99.1 Press release issued July 16, 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: July 28, 2015

CCA Industries, Inc.

By: /s/ Stephen A. Heit

**Stephen A. Heit
Chief Financial Officer**

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

Exhibit 99.1

FOR IMMEDIATE RELEASE

CCA Industries, Inc. Reports Second Quarter Results Including \$1,462,317 in Restructuring Expense

Ridgefield Park, NJ, July 16, 2015: CCA Industries, Inc. (NYSE MKT: "CAW") announced today its results for the second quarter and six months ended May 31, 2015, which can be found in the table below.

The Company also announced today that it took a restructuring charge in the amount of \$1,462,317 in the second quarter of fiscal 2015. This charge included one-time expenses as a result of the Company moving from its facility in East Rutherford, New Jersey, which comprised approximately 80,000 square feet, to a new facility in Ridgefield Park, New Jersey that consists of approximately 7,414 square feet. The Company sub-let the East Rutherford facility until May 2022, when the Company's lease on the facility expires. On an annual basis this move saves the Company in excess of \$600,000 in rent, common charges and other expenses. It also, however, required substantial restructuring charges as follows:

- Write-off of \$714,138 of leasehold improvements to the East Rutherford facility which were mainly as a result of Hurricane Sandy in fiscal 2012 and 2013.
- A charge of \$407,094, which is an estimate of the aggregate difference between the rent the Company will pay the landlord over the balance of the lease term until May 2022, and the rent it will receive from the sub tenant over the same term.
- A commission expense of \$155,245 for the broker who represented the Company to find a tenant to sublet the East Rutherford space.
- Write-off of \$128,943 of furnishings and equipment at the East Rutherford facility that were not needed at the new facility in Ridgefield Park.

In addition, the Company had a charge of \$56,897 to restructuring expense related to a continuing reduction in overhead in accordance with the Company's restructuring plan.

Richard Kornhauser, Chief Executive Officer and President of CCA Industries, Inc., stated: "Second quarter net sales results were not nearly as good as planned, for reasons to be discussed below. That said it is important to note that our efforts over the past 18-months have not been strictly on restructuring and cost savings, but equally important they have been focused on (1) transforming a weak brand distribution foundation into a stronger and broader distribution base for our core businesses that can be more fully leveraged and (ii) reconnecting our core brands to their consumer base via national and local marketing and sales efforts. This effort, in concert, with our partnership with the Emerson Sales organization has led to:

- (i) Re-capturing brand distribution lost
- (ii) Expanding our brands presence into more retailer outlets, and
- (iii) Introducing new and innovative products that will be available in major retailer early in 2016.

We expect our businesses to realize positive benefits in the second half of fiscal 2015 and beyond.

It is also important to highlight that while we are clearly not pleased with the soft revenue this period, the restructuring of the Company's infrastructure has put our business in far better alignment with revenues generated and show that the substantial losses the Company had experienced previously are behind us."

"Lastly, a significant factor in our second quarter revenue is both traceable and highly correctible. Specifically, a media vendor that CCA has used for over a decade experienced significant programing and communication problems during fiscal 2015. As a result, consumer viewership of our brands proven advertising message was under delivered by upwards of 50%. This program placement problem was exacerbated by not being fully discovered by the vendor until the end of the Company's media schedule. We are now in discussion with this vendor's leadership and we expect to secure appropriate financial credits. We anticipate that this substantial negative impact will be short lived, but clearly it triggered a slow down in retail consumption and trade purchases. Management believes that the Company will return to profitability in the second-half of fiscal 2015. "

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, 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.

CCA INDUSTRIES, INC.

	Three Months Ended	
	May 31, 2015	May 31, 2014
Revenues	\$ 6,670,233	\$ 10,784,881
Net (Loss) Income from Continuing Operations	\$ (1,776,992)	\$ 1,082,442
Net Income (Loss) on Discontinued Operations	\$ 190,274	\$ (5,219,148)
Total Net (Loss)	<u>\$ (1,586,718)</u>	<u>\$ (4,136,706)</u>
(Loss) Earnings per Share:		
Basic		
Continuing Operations	\$ (0.25)	\$ 0.15
Discontinued Operations	\$ 0.03	\$ (0.74)
(Loss)	<u>\$ (0.22)</u>	<u>\$ (0.59)</u>
(Loss) Earnings per Share:		
Diluted		
Continuing Operations	\$ (0.25)	\$ 0.15
Discontinued Operations	\$ 0.03	\$ (0.74)
(Loss)	<u>\$ (0.22)</u>	<u>\$ (0.59)</u>
Weighted Average Shares Outstanding:		
Basic	7,006,684	7,006,684
Diluted	7,006,684	7,006,684

	Six Months Ended	
	May 31, 2015	May 31, 2014
Revenues	\$ 13,627,749	\$ 17,074,495
Net (Loss) from Continuing Operations	\$ (1,720,358)	\$ (159,914)
Net Income (Loss) on Discontinued Operations	<u>\$ 191,247</u>	<u>\$ (5,216,357)</u>
Total Net Loss	<u>\$ (1,529,111)</u>	<u>\$ (5,376,271)</u>
(Loss) Earnings per Share:		
Basic		
Continuing Operations	\$ (0.25)	\$ (0.02)
Discontinued Operations	<u>\$ 0.03</u>	<u>\$ (0.74)</u>
(Loss)	<u>\$ (0.22)</u>	<u>\$ (0.76)</u>
(Loss) Earnings per Share:		
Diluted		
Continuing Operations	\$ (0.25)	\$ (0.02)
Discontinued Operations	<u>\$ 0.03</u>	<u>\$ (0.74)</u>
(Loss)	<u>\$ (0.22)</u>	<u>\$ (0.76)</u>
Weighted Average Shares Outstanding:		
Basic	7,006,684	7,006,684
Diluted	7,006,684	7,006,684