

**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): **April 21, 2017 (April 17, 2017)**

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 April 17, 2017, announcing the financial results for the first quarter ended February 28, 2017.

Item 9.01 Exhibits

The following exhibits are annexed hereto:

99.1 Press release issued April 17, 2017

SIGNATURES

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

Dated: April 21, 2017

CCA Industries, Inc.
Registrant

By: /s/ Stephen A. Heit
Stephen A. Heit
Executive Vice President &
Chief Financial Officer

EXHIBIT 99.1

**Company Contact:
Stephen A. Heit
201-528-8200**

FOR IMMEDIATE RELEASE

CCA Industries, Inc. Reports Net Income for the first Quarter Ended February 28, 2017

RIDGEFIELD PARK, N.J., April 17, 2017 -- CCA Industries, Inc. (NYSE MKT: "CAW"), announced today its first quarter results for the period ended February 28, 2017. The results can be found on the chart below.

Total net income was \$186,752 for the quarter ended February 28, 2017, down from net income of \$203,369 for the quarter ended February 29, 2016. "As the Company phases out unprofitable products," Lance Funston, Chief Executive Officer commented, "we can expect reductions in net revenue. However, the Company was able to improve net income as a percent of net revenue. The month of March 2017 had stronger gross sales and exceeded both budget and March 2016 gross sales. April 2017 orders also is demonstrating a continuation of sales growth as well."

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	
	February 28, 2017	February 29, 2016
Revenues	\$ 4,269,151	\$ 4,684,444
Income from Continuing Operations	\$ 186,752	\$ 208,940
Income (Loss) from Discontinued Operations	\$ 0	\$ (5,571)
Net Income	<u>\$ 186,752</u>	<u>\$ 203,369</u>
	4.37%	4.34%
Net Earnings per Share:		
Basic		
Continuing Operations	\$ 0.03	\$ 0.03
Discontinued Operations	\$ 0.00	\$ 0.00
Total Earnings per Share	<u>\$ 0.03</u>	<u>\$ 0.03</u>
Net Earnings per Share:		
Diluted		
Continuing Operations	\$ 0.03	\$ 0.03
Discontinued Operations	\$ 0.00	\$ 0.00
Total Earnings per Share	<u>\$ 0.03</u>	<u>\$ 0.03</u>
Weighted Average Shares Outstanding:		
Basic	7,006,684	7,006,684
Diluted	7,006,684	7,047,765