

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 17, 2017 (July 17, 2017)**

CCA Industries, Inc.

(Exact name of registrant as specified in its charter)

<u>DELAWARE</u> (State or other Jurisdiction of Incorporation)	<u>1-31643</u> (Commission File Number)	<u>04-2795439</u> (IRS Employer Identification No.)
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<u>65 CHALLENGER RD, SUITE 340</u> <u>RIDGEFIELD PARK, NEW JERSEY</u> (Address of principal executive offices)	<u>07660</u> (Zip Code)
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Registrant's telephone number, including area code: (201) 935-3232

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))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging Growth Company "

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. "

Item 2.02 Results of Operations and Financial Condition.

On July 17, 2017, CCA Industries, Inc. (the “Company”) issued a press release reporting its financial results for the quarter ended May 31, 2017. A copy of the press release is attached as Exhibit 99.1 and incorporated herein by reference.

The information contained in this Item 2.02, including Exhibit 99.1 attached hereto, is being furnished and shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of Section 18. Furthermore, the information contained in this Item 2.02 and Exhibit 99.1 shall not be deemed to be incorporated by reference into any registration statement or other document filed pursuant to the Securities Act of 1933, as amended.

Use of Non-GAAP Financial Information

To supplement the Company’s financial results presented in accordance with U.S. generally accepted accounting principles (“GAAP”), in the press release attached hereto as Exhibit 99.1, the Company uses the non-GAAP financial measure of EBITDA (defined by the Company as earnings before interest, taxes, depreciation and amortization). A reconciliation of EBITDA to net income, the most directly comparable GAAP measure, is included in the press release.

The Company believes that the presentation of this supplemental non-GAAP financial measure assists investors in comparing the Company’s core performance by excluding items that it believes are not indicative of the Company’s underlying operating performance. Company management also reviews this non-GAAP measure internally to evaluate the Company’s performance and manage its operations. The Company cautions investors to carefully evaluate the financial results calculated in accordance with GAAP. Non-GAAP financial measures are not intended to be considered in isolation and are not a substitute for, or superior to, financial measures calculated in accordance with GAAP.

Item 7.01 Regulation FD Disclosure.

See Item 2.02 “Results of Operations and Financial Condition” above.

Item 9.01. Financial Statements and Exhibits

(d) Exhibits

<u>Exhibit Number</u>	<u>Description</u>
99.1	Press release issued July 17, 2017

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 17, 2017

CCA Industries, Inc.

By: /s/ Stephen A. Heit _____

Stephen A. Heit

Chief Financial Officer

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

FOR IMMEDIATE RELEASE

CCA Industries, Inc. Reports Second Quarter 2017 Results

Ridgefield Park, NJ, July 17, 2017: CCA Industries, Inc. (NYSE MKT: "CAW") announced today its results for the second quarter and six months ended May 31, 2017, which can be found in the table below.

Total net income increased to \$698,550 for the three months ended May 31, 2017 from income of \$423,677 for the same period in fiscal 2016. Earnings before interest, taxes, depreciation and amortization ("EBITDA") was \$1,260,896 for the quarter as compared to \$882,826 for the same period in fiscal 2016, an increase of 42.8%. Lance Funston, Chief Executive Officer commented, "We have now reported six profitable quarters in a row. A significant portion of the Company's cash generated from operations for fiscal 2016 and for the first two quarters of fiscal 2017 have been utilized to reduce liabilities, most of which were from the restructuring plan and old media bills incurred in fiscal 2015. Almost all of those liabilities have now been paid off which will enable the Company to devote its positive cash flow towards growing our brands and making additional acquisitions. We will discuss more of our plans tomorrow when we hold our first quarterly investor phone call. Investors may phone (844) 513-9330 or 814-312-7426 to participate in the call. We invite any of our current or potential investors to join us."

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" complete skin care regime, "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.

CCA INDUSTRIES, INC.

	Three Months Ended	
	May 31, 2017	May 31, 2016
	(unaudited)	(unaudited)
Revenues	\$ 6,115,910	\$ 5,679,751
Net Income from Continuing Operations	\$ 698,550	\$ 430,989
Net (Loss) on Discontinued Operations	0	\$ (7,312)
Total Net Income	<u>\$ 698,550</u>	<u>\$ 423,677</u>
Earnings per Share:		
Basic		
Continuing Operations	\$ 0.10	\$ 0.06
Discontinued Operations	\$ 0.00	\$ 0.00
	<u>\$ 0.10</u>	<u>\$ 0.06</u>
Earnings per Share:		
Diluted		
Continuing Operations	\$ 0.10	\$ 0.06
Discontinued Operations	\$ 0.00	\$ 0.00
	<u>\$ 0.10</u>	<u>\$ 0.06</u>
Weighted Average Shares Outstanding:		
Basic	7,006,684	7,006,684
Diluted	7,024,428	7,126,333

	Six Months Ended	
	May 31, 2017 (unaudited)	May 31, 2016 (unaudited)
Revenues	\$ 10,385,060	\$ 10,364,195
Net Income from Continuing Operations	\$ 885,301	\$ 639,987
Net (Loss) on Discontinued Operations	0	\$ (12,935)
Total Net Income	<u>\$ 885,301</u>	<u>\$ 627,052</u>
Earnings per Share:		
Basic		
Continuing Operations	\$ 0.13	\$ 0.09
Discontinued Operations	\$ 0.00	\$ 0.00
	<u>\$ 0.13</u>	<u>\$ 0.09</u>
Earnings per Share:		
Diluted		
Continuing Operations	\$ 0.13	\$ 0.09
Discontinued Operations	\$ 0.00	\$ 0.00
	<u>\$ 0.13</u>	<u>\$ 0.09</u>
Weighted Average Shares Outstanding:		
Basic	7,006,684	7,006,684
Diluted	7,006,684	7,088,115

Reconciliation of EBITDA to Net Income:	Three months ended		Six months ended	
	May 31, 2017 (unaudited)	May 31, 2016 (unaudited)	May 31, 2017 (unaudited)	May 31, 2016 (unaudited)
Net income	\$ 698,550	\$ 423,677	\$ 885,301	\$ 627,052
Interest expense	123,077	197,216	274,238	341,543
Provision for income tax	415,454	242,862	528,094	371,559
Depreciation & Amortization Expense	23,815	19,071	45,758	39,113
EBITDA	<u>\$ 1,260,896</u>	<u>\$ 882,826</u>	<u>\$ 1,733,391</u>	<u>\$ 1,379,267</u>