

**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): **October 16, 2017 (October 16, 2017)**

**CCA Industries, Inc.**

(Exact name of registrant as specified in its charter)

<b>DELAWARE</b> (State or other Jurisdiction of Incorporation)	<b>1-31643</b> (Commission File Number)	<b>04-2795439</b> (IRS Employer Identification No.)
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<b>65 CHALLENGER RD, SUITE 340</b> <b>RIDGEFIELD PARK, NEW JERSEY</b> (Address of principal executive offices)	<b>07660</b> (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.

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## **Item 2.02 Results of Operations and Financial Condition.**

On October 16, 2017, CCA Industries, Inc. (the “Company”) issued a press release reporting its financial results for the quarter and nine months ended August 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

<b>Exhibit Number</b>	<b>Description</b>
99.1	<a href="#">Press release issued October 16, 2017</a>

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**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: October 16, 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 Third Quarter 2017 Results

Ridgefield Park, NJ, October 16, 2017: CCA Industries, Inc. (NYSE AMERICAN: "CAW") announced today its results for the third quarter and nine months ended August 31, 2017, which can be found in the table below.

Total net income increased to \$377,683 for the three months ended August 31, 2017 from income of \$321,367 for the same period in fiscal 2016. Earnings before interest, taxes, depreciation and amortization ("EBITDA") was \$884,680 for the quarter as compared to \$669,867 for the same period in fiscal 2016, an increase of 32.1%. Lance Funston, Chief Executive Officer commented, "The Company continues to improve on the bottom line, as management now focuses on improving the top line net sales. We will discuss more of our sales and marketing plans tomorrow when we hold our third quarter investor phone call. Investors may phone (844) 579-6824 to participate in the call. We invite any of our current or potential shareholders to join us." The earnings call may also be accessed through a live audio webcast at:

<https://event.on24.com/wcc/r/1472827/3F423DB12858BA27881640D623441ABB>

Further information may also be found on the Company's investor web site: [www.ccainvestor.com](http://www.ccainvestor.com)

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.**

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**CCA INDUSTRIES, INC.**

	Three Months Ended	
	August 31, 2017 (unaudited)	August 31, 2016 (unaudited)
Revenues	\$ 5,334,368	\$ 5,041,193
Total Net Income	\$ 377,683	\$ 321,367
Earnings per Share:		
Basic		
Continuing Operations	\$ 0.05	\$ 0.05
Discontinued Operations	\$ 0.00	\$ 0.00
	<u>\$ 0.05</u>	<u>\$ 0.05</u>
Earnings per Share:		
Diluted		
Continuing Operations	\$ 0.05	\$ 0.05
Discontinued Operations	\$ 0.00	\$ 0.00
	<u>\$ 0.05</u>	<u>\$ 0.05</u>
Weighted Average Shares Outstanding:		
Basic	7,006,684	7,006,684
Diluted	7,165,027	7,048,011

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	Nine Months Ended	
	August 31, 2017 (unaudited)	August 31, 2016 (unaudited)
Revenues	\$ 15,719,428	\$ 15,405,388
Net Income from Continuing Operations	\$ 1,262,984	\$ 961,315
Net (Loss) on Discontinued Operations	\$—	\$ (12,896)
Total Net Income	<u>\$ 1,262,984</u>	<u>\$ 948,419</u>
Earnings per Share:		
Basic		
Continuing Operations	\$ 0.18	\$ 0.14
Discontinued Operations	\$ 0.00	\$ 0.00
	<u>\$ 0.18</u>	<u>\$ 0.14</u>
Earnings per Share:		
Diluted		
Continuing Operations	\$ 0.18	\$ 0.14
Discontinued Operations	\$ 0.00	\$ 0.00
	<u>\$ 0.18</u>	<u>\$ 0.14</u>
Weighted Average Shares Outstanding:		
Basic	7,006,684	7,006,684
Diluted	7,006,684	7,074,893

Reconciliation of EBITDA to Net Income:	Three months ended		Nine months ended	
	August 31, 2017 (unaudited)	August 31, 2016 (unaudited)	August 31, 2017 (unaudited)	August 31, 2016 (unaudited)
Net income	\$ 377,683	\$ 321,367	\$ 1,262,984	\$ 948,419
Interest expense	131,346	132,531	405,584	474,074
Provision for income tax	354,816	195,026	882,910	566,585
Depreciation & Amortization Expense	20,835	20,943	66,592	60,056
EBITDA	<u>\$ 884,680</u>	<u>\$ 669,867</u>	<u>\$ 2,618,070</u>	<u>\$ 2,049,134</u>