

FORM 10-Q

SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

QUARTERLY REPORT UNDER SECTION 13 OR 15(d)  
OF THE SECURITIES EXCHANGE ACT OF 1934

For Quarter Ended August 31, 1995

Commission File Number 2-85538

CCA INDUSTRIES, INC.  
(Exact Name of Registrant as Specified in its Charter)

Delaware  
(State or other jurisdiction of  
Incorporation or organization)

04-2795439  
(I.R.S. Employer  
Identification Number)

200 Murray Hill Parkway  
East Rutherford, NJ  
(Address of principal executive offices)

07073  
(Zip Code)

(201) 330-1400  
Registrant's telephone number, including area code

Not applicable  
Former name, former address and former fiscal year, if changed since  
last report.

Indicate by check mark whether the Registrant: (1) has filed all reports  
required to be filed by Section 13 or 15(d) of the Securities Exchange Act  
of 1934 during the preceding 12 months (or for such shorter period that the  
Registrant was required to file such reports), and (2) has been subject to  
such filing requirements for the past 90 days.  
Yes  No

APPLICABLE ONLY TO CORPORATE ISSUERS

Indicate the number of shares outstanding of each of the issuer's classes  
of common stock, as of the latest practical date.

Common Stock, \$.01 Par Value - 5,570,921 shares as of August 31, 1995

Class A Common Stock, \$.01 Par Value - 1,224,230 shares as of  
August 31, 1995

CCA INDUSTRIES, INC. AND SUBSIDIARIES

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CCA INDUSTRIES, INC. AND SUBSIDIARIES

CONSOLIDATED BALANCE SHEETS

A S S E T S

<CAPTION>

	August 31, 1995 (Unaudited) <C>	November 30, 1994 <C>
<S>		
Current Assets		
Cash and cash equivalents	\$ 144,700	\$ 100,705
Short-term investments and marketable securities (Note 6)	1,986,324	1,612,819
Accounts receivable, net of allowances of \$951,371 and \$979,796, respectively	3,715,524	5,339,028
Inventories	6,106,112	7,518,526
Prepaid expenses and sundry receivables	477,559	285,367
Deferred advertising costs (Note 2)	585,059	-
Due from officers - Current	2,000	21,231
Prepaid income taxes	387,665	88,279
Deferred income taxes	518,524	529,336
Total Current Assets	13,923,467	15,495,291
Property and Equipment, net of accumulated depreciation and amortization	722,056	683,015
Intangible Assets, net of accumulated amortization of \$23,796 at August 31, 1995 and \$18,753 at November 30, 1994	114,762	85,967
Other Assets		
Marketable securities	3,011,922	3,615,161
Treasury bonds	87,300	81,108
Due from officers - Non-current	25,250	25,250
Deferred income taxes	32,357	17,531
Other	54,606	50,570
Total Other Assets	3,211,435	3,789,620
Total Assets	\$17,971,720	\$20,053,893

<FN>  
 See Notes to Consolidated Financial Statements.  
 </FN>

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CCA INDUSTRIES, INC. AND SUBSIDIARIES  
 CONSOLIDATED BALANCE SHEETS

LIABILITIES AND SHAREHOLDERS' EQUITY

<CAPTION>

	August 31, 1995 (Unaudited)	November 30, 1994
<S>	<C>	<C>
Current Liabilities		
Notes payable - Current portion	\$ 288,000	\$ 288,000
Accounts payable and accrued liabilities	5,929,546	7,600,113
Income taxes payable	-	6,354
Total Current Liabilities	6,217,546	7,894,467
Long-Term Debt (net of current portion)	183,067	399,067
Shareholders' Equity		
Common stock, \$.01 par; authorized 15,000,000 shares; issued and outstanding 5,570,921 and 5,496,421 shares, respectively	55,709	54,964
Class A common stock, \$.01 par; authorized 5,000,000 shares; issued and outstanding 1,224,230 and 1,293,030 shares, respectively	12,242	12,930
Additional paid-in capital	4,281,938	4,275,535
Retained earnings	7,256,399	7,667,797
Unrealized gains (losses) on marketable securities	( 35,181)	( 250,867)
Total Shareholders' Equity	11,571,107	11,760,359
Total Liabilities and Shareholders' Equity	\$17,971,720	\$20,053,893

<FN>  
 See Notes to Consolidated Financial Statements.  
 </FN>

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CCA INDUSTRIES, INC. AND SUBSIDIARIES  
 CONSOLIDATED STATEMENTS OF OPERATIONS  
 (UNAUDITED)

<CAPTION>

	Three Months Ended August 31,		Nine Months Ended August 31,	
	1995	1994	1995	1994
<S>	<C>	<C>	<C>	<C>
Revenues				
Sales of health and beauty products, net	\$9,023,458	\$11,146,324	\$29,401,865	\$36,351,761

Other income	103,248	93,239	264,555	250,735
	9,126,706	11,239,563	29,666,420	36,602,496
Costs and Expenses				
Costs of sales	3,993,808	4,239,718	11,669,715	13,212,043
Selling, general and administrative expenses	2,159,398	2,610,263	8,110,982	9,003,540
Advertising, cooperative and promotions	3,646,273	3,325,275	9,953,575	10,225,884
Research and development	100,740	188,892	397,110	410,439
Provision for doubtful accounts	7,830	25,443	116,104	76,282
Interest expense	13,459	19,477	56,003	52,229
	9,921,508	10,409,068	30,303,489	32,980,417
Net Income before Income Taxes	( 794,802)	830,495	( 637,069)	3,622,079
Provision for Income Taxes	( 305,407)	327,621	( 225,671)	1,451,367
Net Income	(\$ 489,395)	\$ 502,874	(\$ 411,398)	\$2,170,712
Income Per Common Share (Note 2):				
Net income from operations	(\$.07)	\$.06	(\$.06)	\$.27

<FN>  
See notes to Financial Statements.  
</FN>

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CCA INDUSTRIES, INC. AND SUBSIDIARIES  
CONSOLIDATED STATEMENT OF CASH FLOWS  
FOR THE NINE MONTHS ENDED AUGUST 31,  
(UNAUDITED)

<CAPTION>

	1995	1994
<S>	<C>	<C>
Cash Flows from Operating Activities:		
Net (loss) income	(\$ 411,398)	\$2,170,712
Adjustments to reconcile net (loss) income to net cash provided by (Used in) operating activities:		
Depreciation and amortization	239,654	171,784
Amortization of bond premium	5,553	-
Gain on sale of securities	( 1,416)	-
(Increase) in deferred income taxes	( 4,014)	( 114,222)
Decrease in advanced royalties	-	81,667
Decrease (increase) in accounts receivable	1,623,504	( 2,322,070)
Decrease in inventory	1,412,414	901,899
(Increase) decrease in prepaid expenses	( 1,076,637)	6,080
(Decrease) in accounts payable and accrued liabilities	( 1,670,567)	( 1,294,840)
(Decrease) in taxes payable	( 6,354)	( 323,096)
(Increase) decrease in security deposits	( 4,036)	5,811
Net Cash Provided by (Used in) Operating Activities	106,703	( 716,275)
Cash Flows from Investing Activities:		
Acquisition of property, plant and equipment	( 307,490)	( 301,108)
Purchase of short-term investments and securities	( 313,795)	( 1,138,769)
Proceeds of money due from officers	19,231	-

(Increase) in other assets	( 6,192)	( 5,760)
Proceeds from sale of investments	755,078	-
Net Cash Provided (Used in) Investing Activities	146,832	( 1,445,637)
Cash Flows from Financing Activities:		
Proceeds from borrowings	-	700,000
Payment on debt	( 216,000)	( 422,715)
Proceeds from stock options exercises	6,460	103,975
Net Cash (Used in) Provided by Financing Activities	( 209,540)	381,260
Net Increase (Decrease) in Cash	43,995	(1,780,652)
Cash at Beginning of Period	100,705	1,798,815
Cash at End of Period	\$ 144,700	\$ 18,163

Supplemental Disclosures of Cash Flow  
Information:

Cash paid during the period for:

Interest	\$ 57,273	\$ 52,366
Income taxes	94,525	1,885,019

<FN>

See notes to Financial Statements.

</FN> -4-

</TABLE>

CCA INDUSTRIES, INC. AND SUBSIDIARIES

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

(UNAUDITED)

NOTE 1: BASIS OF PRESENTATION

The accompanying unaudited condensed consolidated financial statements have been prepared in accordance with generally accepted accounting principles for interim financial information and with the instructions to Form 10-Q and Article 10 of Regulation S-X. Accordingly, they do not include all of the information and footnotes required by generally accepted accounting principles for complete financial statements. In the opinion of management, all adjustments (consisting of normal recurring accruals) considered necessary for a fair presentation have been included. Operating results for the nine month period ended August 31, 1995 are not necessarily indicative of the results that may be expected for the year ended November 30, 1995. For further information, refer to the consolidated financial statements and foot notes thereto included in the Company's annual report on Form 10-K for the year ended November 30, 1994.

NOTE 2: SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Principles of Consolidation:

The consolidated financial statements include the accounts of the Company and its wholly-owned subsidiaries. All significant inter-company accounts and transactions have been eliminated.

Advertising and Related Costs:

In accordance with APB 28 Interim Financial Reporting the Company expends its advertising and related costs proportionately over the interim periods based on its total expected costs per its various advertising programs. Any necessary accrual or deferral is accordingly reflected in the balance sheet for the interim period. However, for annual reporting purposes, no advertising or related costs are capitalized and all are expensed in the fiscal year in which they are incurred.

Cash Equivalents:

For purposes of the statement of cash flows, the Company considers all

highly liquid instruments purchased with an original maturity of less than three months to be cash equivalents.

Inventories:

Inventories are stated at the lower of cost (first-in, first-out) or market.

Product returns are recorded in inventory when they are received at the lower of their original cost or market, as appropriate. Obsolete inventory is written off and its value is removed from inventory at the time its obsolescence is determined.

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CCA INDUSTRIES, INC. AND SUBSIDIARIES

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

(UNAUDITED)

NOTE 2: SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

Property and Equipment and Depreciation and Amortization:

Property and equipment are stated at cost. The Company charges to expense repairs and maintenance items, while major improvements and betterments are capitalized. When the Company sells or otherwise disposes of property and equipment items, the cost and related accumulated depreciation are removed from the respective accounts and any gain or loss is included in earnings.

Depreciation and amortization are provided on the straight-line method over the following estimated useful lives or lease terms of the assets:

Machinery and equipment	7-10 years
Furniture and fixtures	5-7 years
Tools, dies and masters	2-7 years
Transportation equipment	7 years
Leasehold improvements	7-10 years or life of lease whichever is shorter

Intangible Assets:

Intangible assets are stated at cost. Patents and trademarks are amortized on the straight-line method over a period of 17 years; organization expenses are amortized on the straight-line method over five (5) years.

Tax Credits:

Tax credits, when present, are accounted for using the flow-through method as a reduction of income taxes in the years utilized.

Earnings Per Share:

Earnings per share have been computed based on the weighted average of outstanding common shares and common stock equivalents during the periods, based on the treasury stock method using average market price.

Since the effect of common stock equivalents is anti-dilutive only the weighted average of outstanding common shares has been used.

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CCA INDUSTRIES, INC. AND SUBSIDIARIES

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

(UNAUDITED)

### NOTE 3: INVENTORIES

The components of inventory consist of the following:

	August 31, 1995	November 30, 1994
Raw materials	\$3,392,860	\$3,903,028
Finished goods	2,713,252	3,615,498
	\$6,106,112	\$7,518,526

### NOTE 4: ACCOUNTS PAYABLE AND ACCRUED LIABILITIES

The following items which exceeded 5% of total current liabilities are included in accounts payable and accrued liabilities as of:

	August 31, 1995	November 30, 1994
a) Media advertising	\$2,008,000	\$1,460,000
b) Coop advertising	650,000	547,000
c) Accrued returns	386,000	443,000
d) Payroll and bonuses	*	547,000
	\$3,044,000	\$2,997,000

All other liabilities were for trade payables or individually did not exceed 5% of total current liabilities.

\* Under 5%.

### NOTE 5: OTHER INCOME

Other income consists of the following for the nine month periods ended August 31, 1995 and 1994:

	1995	1994
Interest income	\$223,112	\$242,074
Royalty income	8,349	-
Dividend income	12,154	12,358
Miscellaneous	20,940	(3,697)
	\$264,555	\$250,735

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## CCA INDUSTRIES, INC. AND SUBSIDIARIES

### NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

(UNAUDITED)

### NOTE 6: SHORT-TERM INVESTMENTS AND MARKETABLE SECURITIES

Short-term investments and marketable securities consist of corporate and government bonds and equity securities. In 1994 the Company adopted the accounting principles promulgated by SFAS No. 115 Accounting for Certain Investments in Debt and Equity Securities. The Company has classified its investments as Available-for-Sale securities. Accordingly, such investments are reported at fair market value, with the resultant unrealized gains and losses reported as a separate component of shareholders' equity. Prior to 1994, the Company reported marketable securities at the lower of cost or market value; unrealized losses were charged to earnings.

The market value at August 31, 1995 was \$5,085,546 as compared to \$5,309,088

at November 30, 1994. The cost and market values of the investments at August 31, 1995 were as follows:

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<TABLE>

CCA INDUSTRIES, INC. AND SUBSIDIARIES  
MARKETABLE SECURITIES - OTHER INVESTMENTS

NOTE 6: SHORT-TERM INVESTMENTS AND MARKETABLE SECURITIES (CONTINUED)  
<CAPTION>

COL. A		COL. B	COL. C	COL. D	COL. E	
Name of Issuer and Title of Each Issue	Maturity Date	Number of Units-Principal Amount of Interest Rate	Bonds and Notes	Market Value of Each Issue	Amount at Which Each Portfolio Of Equity Security Issues and Each Other Security at Balance Sheet Date	Issue Carried in Balance Sheet
CORPORATE OBLIGATIONS:						
<S>	<C>	<C>	<C>	<C>	<C>	<C>
AT&T	6/01/98	4.750%	\$100,000	\$ 99,006	\$ 96,125	\$ 96,125
AT&T	2/15/96	4.500	100,000	100,187	99,407	99,407
AT&T	2/15/96	4.500	300,000	300,254	298,221	298,221
Bank America	7/15/97	6.000	200,000	200,000	199,264	199,264
Bankers Trust	7/01/96	4.700	100,000	100,209	98,783	98,783
Baxter International	10/01/95	5.000	100,000	100,028	99,940	99,940
Baxter International	10/01/95	5.000	100,000	100,046	99,940	99,940
Con Edison	12/15/96	5.900	100,000	99,875	99,535	99,535
Dayton P & L	5/01/97	5.625	100,000	98,265	99,072	99,072
General Motors Acceptance Corp.	10/01/96	8.000	200,000	200,650	203,682	203,682
GMAC	10/02/95	5.250	100,000	100,000	99,944	99,944
ITT Financial Corp.	10/15/95	7.375	200,000	200,064	200,284	200,284

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MARKETABLE SECURITIES - OTHER INVESTMENTS

(UNAUDITED)

NOTE 6: SHORT-TERM INVESTMENTS AND MARKETABLE SECURITIES (CONTINUED)  
<CAPTION>

COL. A	COL. B	COL. C	COL. D	COL. E		
Name of Issuer and Title of Each Issue	Maturity Date	Interest Rate	Number of Units-Principal Amount of Bonds and Notes	Amount at Which Each Portfolio		Issue Carried in Balance Sheet
				Market Value of Each Issue	Of Equity Security Issues and Each Other Security	
CORPORATE OBLIGATIONS: (Continued)						
<S>	<C>	<C>	<C>	<C>	<C>	<C>
Merrill Lynch	6/24/96	4.750%	\$100,000	\$ 100,143	\$ 98,739	\$ 98,739
Merrill Lynch	6/24/96	4.750	100,000	100,143	98,739	98,739
Shell Oil Corp.	9/15/95	7.000	100,000	100,011	100,033	100,033
Tennessee Valley	3/04/98	5.125	100,000	100,000	97,281	97,281
Union Electric	3/01/97	5.500	50,000	49,245	49,573	49,573
			\$2,148,126	\$2,138,562	\$2,138,562	

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CCA INDUSTRIES, INC. AND SUBSIDIARIES

MARKETABLE SECURITIES - OTHER INVESTMENTS

(UNAUDITED)

NOTE 6: SHORT-TERM INVESTMENTS AND MARKETABLE SECURITIES (CONTINUED)  
<CAPTION>

COL. A	COL. B	COL. C	COL. D	COL. E		
Name of Issuer and Title of Each Issue	Maturity Date	Interest Rate	Number of Units-Principal Amount of Bonds and Notes	Amount at Which Each Portfolio		Issue Carried in Balance Sheet
				Market Value of Each Issue	Of Equity Security Issues and Each Other Security	
GOVERNMENT OBLIGATIONS:						
<S>	<C>	<C>	<C>	<C>	<C>	<C>
US Treasury Note	10/31/98	4.750%	\$100,000	\$ 99,684	\$ 96,469	\$ 96,469
US Treasury Note	10/31/98	4.750	200,000	199,992	192,938	192,938
US Treasury Note	5/15/96	4.250	100,000	99,939	99,000	99,000
US Treasury Note	5/15/96	4.250	100,000	100,002	99,000	99,000
US Treasury Note	11/15/96	4.375	100,000	99,969	98,406	98,406
US Treasury Note	10/15/98	7.125	250,000	253,325	258,125	258,125
US Treasury Note	5/15/96	4.250	100,000	99,909	99,000	99,000
US Treasury Note	1/31/97	6.250	100,000	99,500	100,656	100,656
US Treasury Note	12/31/96	6.125	200,000	197,423	201,000	201,000
US Treasury Note	11/15/96	4.375	200,000	197,852	196,812	196,812
US Treasury Note	11/15/96	4.375	200,000	196,133	196,812	196,812
US Treasury Note	11/15/96	4.375	100,000	98,003	98,406	98,406
US Treasury Note	11/15/96	4.375	100,000	97,855	98,406	98,406
US Treasury Bil	7/25/96	5.330	45,000	42,552	42,804	42,804

CCA INDUSTRIES, INC. AND SUBSIDIARIES  
 MARKETABLE SECURITIES - OTHER INVESTMENTS  
 (UNAUDITED)

NOTE 6: SHORT-TERM INVESTMENTS AND MARKETABLE SECURITIES (CONTINUED)  
 <CAPTION>

COL. A	COL. B	COL. C	COL. D	COL. E		
Name of Issuer and Title of Each Issue	Maturity Date	Interest Rate	Bonds and Notes	Cost of Each Issue	Amount at Which Each Portfolio Of Equity Security Issues and Each Other Security at Balance Sheet Date	Issue Carried in Balance Sheet
GOVERNMENT OBLIGATIONS: (Continued)						
<S>	<C>	<C>	<C>	<C>	<C>	<C>
US Treasury Note	8/15/96	4.375%	\$200,000	\$ 195,936	\$ 197,562	\$ 197,562
FHLMC 1628-N	12/25/2013	6.500	50,000	48,024	44,571	44,571
EE Bonds	-	7.050	90,000	87,300	87,300	87,300
FNMA 93-6-26-B	8/25/2023	7.000	10,000	8,897	8,423	8,423
FNMA 93-224-D	11/25/2023	6.500	104,000	101,873	90,575	90,575
FNMA 92-2-N	1/28/2024	6.500	52,000	47,424	43,609	43,609
FHJMC 1702-U	3/15/2024	7.000	4,000	3,739	3,566	3,566
US Treasury Bill	11/16/1995	5.420	200,000	197,320	197,732	197,732
FNMA	11/10/98	5.050	200,000	199,950	192,812	192,812

2,772,601    2,743,984    2,743,984

EQUITY SECURITIES:

Preferred Stock:	Number of Shares	COL. C	COL. D	COL. E
Bank America Corp.	8,000	200,000	203,000	203,000
		\$5,120,727	\$5,085,546	\$5,085,546

</TABLE>

CCA INDUSTRIES, INC.

MANAGEMENT DISCUSSION AND ANALYSIS OF RESULTS  
 OF OPERATIONS AND FINANCIAL CONDITION

(UNAUDITED)

For the nine month period ended August 31, 1995, the Company had net sales of \$29,401,865 and net (loss) of (\$411,398) after a provision for income taxes of (\$225,671) as compared to net sales of \$36,351,761 and net income of \$2,170,712 after a provision for income taxes of \$1,451,367 for the nine month period ending August 31, 1994.

The cost of sales percentage for the nine months increased from 36.3% in 1994 to 37% in 1995 primarily due to the higher percentage overhead costs (factored into the cost of goods) represented in the total cost of goods; as well as certain product mix fluctuations. Advertising, cooperative and promotional allowance expenditures during the quarter increased as a percentage of sales

from 28% in 1994 to 34% in 1995 due to the lower than anticipated sales volume. As part of the registrant's business it is necessary to enter into co-operative advertising agreements and other promotional activities with its accounts, especially upon the introduction of a new product. Both co-op advertising and promotions have a material effect on the Company's operations. If the advertising and promotions are successful, revenues will be increased accordingly. Should the co-op and promotions not be successful, it will have a negative impact on the Company's promotional cost per sale, and have a negative effect on income. The Company attempts to anticipate its advertising and promotional commitments as a percent of gross sales in order to attempt to control its effect on its net income. However, sales for the period were lower than expected and, therefore, the expense as a percentage of sales was higher. In accordance with APB 28 Interim Financial Reporting the Company expenses its advertising and related costs proportionately over the interim periods based on its total expected costs per its various advertising programs. Consequently a deferral is accordingly reflected in the balance sheet for the interim period. Although selling, general and administrative expenses ("SG&A") decreased due to expenses related to the larger sales volume in the prior year, SG&A as a percentage of sales increased to 28% from 25% due to the lower volume.

Income before taxes for the nine months decreased to (\$637,069) from \$3,622,079. This was primarily a result of the lower sales as compared to the prior year. Selling, general and administrative expenses ("SG&A") decreased for the nine months from \$9,003,540 to \$8,110,982 primarily due to cost related to the lower sales volume (i.e. commissions and freight-out). However, even with this decrease SG&A still represented 28% of sales for 1995 instead of 25% for 1994 due to the large decrease in sales volume.

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CCA INDUSTRIES, INC.

MANAGEMENT DISCUSSION AND ANALYSIS OF RESULTS  
OF OPERATIONS AND FINANCIAL CONDITION

(UNAUDITED)

For the three month period ended August 31, 1995, net sales were \$9,023,458 as compared to \$11,146,324 for August 31, 1994. Net income for the quarter before taxes decreased from \$502,874 to (\$489,395). Gross margins of 56% for the three months ended August 31, 1995 were down from 62% in 1994. Advertising, cooperative and promotional allowance expenditures during the quarter increased from \$3,325,575 to \$3,646,273. Selling, general and administrative expenses were approximately 24% as compared with 23%.

All of the Company's sales were primarily to drugstore chains, food chains and mass merchandisers throughout the United States.

The Company's financial position as at August 31, 1995 consists of current assets of \$13,923,467 and current liabilities of \$6,217,546. During the nine month period ended August 31, 1995, shareholders' equity decreased from \$11,760,359 at November 30, 1994 to \$11,571,107 at August 31, 1995. This was due primarily to the losses sustained for the nine months offset by the unrealized gain in certain securities in the Company's investment portfolio of \$215,686 in addition to the exercise of stock options.

During the nine months, the Company generated \$106,703 from operations and \$774,309 from the sale and liquidation of loans and investments but used \$627,477 to purchase additional property and equipment and marketable securities. The Company also used \$216,000 to reduce borrowings and generated \$6,460 from stock option exercises. This resulted in an increase in the Company's cash of \$43,995.

The Company believes that its current financial condition is sufficient to support its proposed operations for the near future.

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CCA INDUSTRIES, INC.

PART II OTHER INFORMATION

All information pertaining to Part II is omitted pursuant to the instructions pertaining to that part.

The Company did not file any reports on Form 8-K during the three months ended August 31, 1995.

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<TABLE>

PART II, ITEM 6. (Continued)

EXHIBIT 11

COMPUTATION OF EARNINGS PER SHARE

(UNAUDITED)

<CAPTION>

	Three Months Ended August 31,		Nine Months Ended August 31,	
	1995	1994	1995	1994
Item 6.				
<S>	<C>	<C>	<C>	<C>
Primary:				
Average shares outstanding	6,794,733	6,784,994	6,794,108	6,773,186
Net effect of dilutive stock options--based on the treasury stock method using average market price	* 1,306,730	* 1,352,454		
TOTALS	6,794,733	8,091,724	6,794,108	8,125,640
Net income	(\$ 489,395)	\$ 502,874	(\$ 411,398)	\$2,170,712
Per share amount	(\$.07)	\$ .06	(\$.06)	\$.27

</TABLE>

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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.

CCA INDUSTRIES, INC.

By: David Edell  
David Edell, President

By: Ira W. Berman  
Ira W. Berman, Secretary



<TABLE> <S> <C>

<ARTICLE> 5

<MULTIPLIER> 1

<S>	<C>
<PERIOD-TYPE>	9-MOS
<FISCAL-YEAR-END>	NOV-30-1995
<PERIOD-END>	AUG-31-1995
<CASH>	144,700
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<ALLOWANCES>	951,371
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<DEPRECIATION>	951,292
<TOTAL-ASSETS>	3,211,435
<CURRENT-LIABILITIES>	6,217,546
<BONDS>	0
<COMMON>	67,951
<PREFERRED-MANDATORY>	0
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<OTHER-SE>	4,281,938
<TOTAL-LIABILITY-AND-EQUITY>	11,571,107
<SALES>	29,401,865
<TOTAL-REVENUES>	29,666,420
<CGS>	11,669,715
<TOTAL-COSTS>	30,303,489
<OTHER-EXPENSES>	18,461,667
<LOSS-PROVISION>	116,104
<INTEREST-EXPENSE>	56,003
<INCOME-PRETAX>	(637,069)
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<INCOME-CONTINUING>	(411,398)
<DISCONTINUED>	0
<EXTRAORDINARY>	0
<CHANGES>	0
<NET-INCOME>	(411,398)
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<EPS-DILUTED>	.06

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