

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 May 31, 1997

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 - 6,058,621 shares as of May 31, 1997

Class A Common Stock, \$.01 Par Value - 1,154,930 shares as of
May 31, 1997

CCA INDUSTRIES, INC. AND SUBSIDIARIES

INDEX

Page
Number

PART I FINANCIAL INFORMATION:

Consolidated Balance Sheets as of May 31, 1997 and November 30, 1996	1-2
Consolidated Statements of Operations for the three months and six months ended May 31, 1997 and 1996.....	3
Consolidated Statements of Cash Flows for the six months ended May 31, 1997 and 1996	4-5
Notes to Consolidated Financial Statements	6-12
Management Discussion and Analysis of Results of Operations and Financial Condition.....	13-14
PART II OTHER INFORMATION.....	15-16
SIGNATURES	17

CCA INDUSTRIES, INC. AND SUBSIDIARIES

<TABLE>
CONSOLIDATED BALANCE SHEETS

<CAPTION>

A S S E T S

	May 31, 1997 (Unaudited)	November 30, 1996
<S>	<C>	<C>
Current Assets		
Cash and cash equivalents	\$ 2,595,264	\$ 1,422,783
Short-term investments and marketable securities (Note 6)	1,325,613	1,546,289
Accounts receivable, net of allowances of \$1,167,517 and \$1,066,549, respectively	5,106,984	4,017,500
Inventories (Note 3)	6,102,375	5,875,742
Prepaid expenses and sundry receivables	572,054	603,952
Due from officers - Current	3,500	3,900
Prepaid income taxes	-	87,552
Deferred income taxes	487,717	496,267
Deferred advertising	697,391	-
Total Current Assets	16,890,898	14,053,985
Property and Equipment, net of accumulated depreciation and amortization	617,671	729,706
Intangible Assets, net of accumulated amortization of \$41,965 at May 31, 1997 and \$36,111 at November 30, 1996	164,923	155,037
Other Assets		
Marketable securities (Note 6)	1,771,214	1,540,596
Treasury bonds (Note 6)	97,227	93,996
Due from officers - Non-current	25,250	25,250
Deferred income taxes	64,450	55,292
Other	53,842	54,217
Total Other Assets	2,011,983	1,769,351
Total Assets	\$19,685,475	\$16,708,079

</TABLE>

See Notes Consolidated to Financial Statements.

-1-

CCA INDUSTRIES, INC. AND SUBSIDIARIES

<TABLE>

CONSOLIDATED BALANCE SHEETS

<CAPTION>

LIABILITIES AND SHAREHOLDERS' EQUITY

	May 31, 1997 (Unaudited)	November 30, 1996	
<S>	<C>	<C>	
Current Liabilities			
Notes payable - Current portion	\$ 27,250	\$ 163,500	
Accounts payable and accrued liabilities (Note 4)	6,437,732	4,794,865	
Income taxes payable	511,893	25,505	
Total Current Liabilities	6,976,875	4,983,870	
Shareholders' Equity			
Common stock, \$.01 par; authorized 15,000,000 shares; issued and outstanding 6,058,621 and 6,012,621 shares, respectively	60,586	60,126	
Class A common stock, \$.01 par; authorized 5,000,000 shares; issued and outstanding 1,154,930 shares, respectively	11,549	11,549	
Additional paid-in capital	4,454,764	4,455,224	
Retained earnings	8,232,876	7,216,163	
Unrealized (losses) on marketable securities	(33,206)	(6,353)	
	12,726,569	11,736,709	
Less: Treasury stock (7,500 and 5,000 shares, respectively)	17,969	12,500	
Total Shareholders' Equity	12,708,600	11,724,209	
Total Liabilities and Shareholders' Equity	\$19,685,475	\$16,708,079	

</TABLE>

See Notes to Consolidated Financial Statements.

-2-

CCA INDUSTRIES, INC. AND SUBSIDIARIES

<TABLE>

CONSOLIDATED STATEMENTS OF OPERATIONS

(UNAUDITED)

<CAPTION>

	Three Months Ended		Six Months Ended	
	May 31, 1997	1996	May 31, 1997	1996
<S>	<C>	<C>	<C>	<C>
Revenues				
Sales of Health and				

Beauty Aid Products - Net	\$10,552,412	\$10,498,104	\$19,169,701	\$20,623,222
Other income	72,935	53,500	154,163	114,091
	10,625,347	10,551,604	19,323,864	20,737,313
Costs and Expenses				
Costs of sales	3,940,006	4,002,443	7,016,633	7,858,020
Selling, general and administrative expenses	2,895,449	2,936,979	5,659,790	5,781,447
Advertising, cooperative and promotions	2,341,726	2,571,230	4,511,451	5,180,524
Research and development	201,316	130,405	335,180	266,691
Provision for doubtful accounts	31,562	37,226	66,396	97,994
Interest expense	2,077	20,621	4,906	34,062
	9,412,136	9,698,904	17,594,356	19,218,738
Income before Income Taxes	1,213,211	852,700	1,729,508	1,518,575
Provision for Income Taxes	506,499	388,115	712,795	685,830
Net Income	\$ 706,712	\$ 464,585	\$ 1,016,713	\$ 832,745
Net Income per Common Share (Note 2)	\$.09	\$.06	\$.13	\$.10

</TABLE>

See Notes to Consolidated Financial Statements.

-3-

CCA INDUSTRIES, INC. AND SUBSIDIARIES

<TABLE>

CONSOLIDATED STATEMENTS OF CASH FLOWS

(UNAUDITED)

<CAPTION>

	Six Months Ended May 31, 1997	Six Months Ended May 31, 1996
--	--	--

<S>

<C>

<C>

Cash Flows from Operating Activities:

Net income	\$1,016,713	\$ 832,745
Adjustments to reconcile net income to net cash (used in) provided by operating activities:		
Depreciation and amortization	183,059	185,855
Amortization of bond premium	1,994	1,326
Gain on sale of investments	(5,693)	-
Loss on sale of machinery	6,701	-
(Increase) decrease in deferred income taxes	(608)	43,597
(Increase) in accounts receivable	(1,089,484)	(1,887,139)
(Increase) in inventory	(226,633)	(303,948)
(Increase) in deferred expenses and miscellaneous receivables	(577,941)	(2,306,691)
Increase in accounts payable	1,642,867	2,186,712
Increase in taxes payable	486,388	639,918
Decrease in security deposits	375	9,475

Net Cash Provided by (Used in)

Operating Activities 1,437,738 (598,150)

Cash Flows from Investing Activities:

Acquisition of property, plant and equipment(128,571)(223,953)

Proceeds from sale of equipment	40,960	-
Proceeds of money due from officers	400	52,573
Advances of money to officers	-	(57,490)
Purchase of short-term investments	(1,867,252)	-
Proceeds from sale of investments	1,830,925	700,045
Purchase of treasury stock	(5,469)	-

Net Cash (Used in) Provided by Investing
 Activities (129,007) 471,175

Cash Flows from Financing Activities:

Proceeds from borrowings	-	400,000
Payment on debt	(136,250)	(554,078)
Proceeds from stock option exercises	-	176,940
Net Cash (Used in) Provided by Financing Activities	(136,250)	22,862

Net Increase (Decrease) in Cash 1,172,481 (104,113)

Cash at Beginning of Period 1,422,783 312,150
 Cash at End of Period \$2,595,264 \$ 208,037

</TABLE>

See Notes to Consolidated Financial Statements.

-4-

CCA INDUSTRIES, INC. AND SUBSIDIARIES

<TABLE>

CONSOLIDATED STATEMENTS OF CASH FLOWS (CONTINUED)

(UNAUDITED)

<CAPTION>

	Six Months	Six Months
	Ended	Ended
	May 31,	May 31,
	1997	1996

<S>

<C>

<C>

Supplemental Disclosures of Cash Flow
 Information:

Cash paid during the period for:

Interest	\$ 6,217	\$ 33,872
Income taxes	127,850	2,315

Supplemental Schedule of Noncash Investing
 and Financing Activities:

The Company issued common stock in
 exchange for exercise of options and
 surrender of options and surrender of
 outstanding shares of stock:

Common stock retired	\$ 30,000	\$ -
Common stock issued	(30,000)	-
\$ -	\$ -	

</TABLE>

See Notes to Consolidated Financial Statements.

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 six month period ended May 31, 1997 are not necessarily indicative of the results that may be expected for the year ended November 30, 1996. For further information, refer to the consolidated financial statements and footnotes thereto included in the Company's annual report on Form 10-K for the year ended November 30, 1996.

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 expenses 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.

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 which ever 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.

Fully diluted earnings per share are not presented because they result in dilution of less than 3%.

-7-

CCA INDUSTRIES, INC. AND SUBSIDIARIES

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

(UNAUDITED)

NOTE 2: SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

Financial Instruments

The carrying value of assets and liabilities considered financial instruments under SFAS No.107 approximate their respective fair value.

Use of Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosures of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

NOTE 3: INVENTORIES

The components of inventory consist of the following:

	May 31, 1997	November 30, 1996
Raw materials	\$3,876,313	\$4,065,961
Finished goods	2,226,062	1,809,781
	\$6,102,375	\$5,875,742

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:

	May 31, 1997	November 30, 1996
	(In Thousands)	
a) Media advertising	\$1,881	\$ *
b) Coop advertising	487	321
c) Accrued returns	576	505
d) Wages and commissions	475	*
	\$3,419	\$ 826

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

* Under 5%.

-8-

CCA INDUSTRIES, INC. AND SUBSIDIARIES

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

(UNAUDITED)

NOTE 5: OTHER INCOME

Other income consists of the following at May 31, 1997 and May 31, 1996:

	1997	1996
Interest income	\$144,215	\$105,919
Dividend income	8,741	8,172
Miscellaneous	1,207	-
	\$154,163	\$114,091

NOTE 6: SHORT-TERM INVESTMENTS AND MARKETABLE SECURITIES

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 share holders' equity.

The market value at May 31, 1997 was \$3,194,054 as compared to \$3,180,881 at November 30, 1996. The cost and market values of the investments at May 31, 1997 were as follows:

CCA INDUSTRIES, INC. AND SUBSIDIARIES

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

<TABLE>

NOTE 6 - SHORT-TERM INVESTMENTS AND MARKETABLE SECURITIES (CONTINUED)

A detail list of the securities held follows:

<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	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:

<S>	<C>	<C>	<C>	<C>	<C>	<C>
AT&T	6/01/98	4.750%	\$100,000	\$ 99,006	\$ 98,750	\$ 98,750
Bank America	7/15/97	6.000	200,000	200,000	200,094	200,094
Tennessee Valley	3/04/98	5.125	100,000	100,000	99,469	99,469
			\$399,006	\$398,313	\$398,313	

</TABLE>

CCA INDUSTRIES, INC. AND SUBSIDIARIES

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

<TABLE>

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	Amount at Which Each Portfolio		Issue Carried in Balance Sheet
				Market Value of Each Issue	Of Equity Security Issues and Each Other Security	

<S>	<C>	<C>	<C>	<C>	<C>	<C>
GOVERNMENT OBLIGATIONS:						
US Treasury Note	10/31/98	4.750%	\$100,000	\$ 99,684	\$ 98,250	\$ 98,250
US Treasury Note	10/31/98	4.750	200,000	199,992	196,500	196,500

US Treasury Note	10/15/98 7.125	250,000	250,000	253,588	253,588
US Treasury Bill	8/14/97 5.220	110,000	108,588	108,906	108,906
US Treasury Note	4/30/98 5.125	190,000	189,883	188,813	188,813
US Treasury Note	4/30/98 5.125	10,000	9,992	9,938	9,938
US Treasury Note	7/31/98 5.250	250,000	249,834	248,125	248,125
US Treasury Note	2/28/99 5.885	250,000	249,953	248,908	248,908
US Treasury Note	6/12/97 5.170	45,000	43,869	44,936	44,936
US Treasury Bill	6/12/97 5.170	75,000	74,041	74,893	74,893
US Treasury Bill	8/28/97 5.164	200,000	197,458	197,590	197,590
US Treasury Note	11/15/99 6.026	250,000	249,141	247,658	247,658
US Treasury Note	1/31/98 5.125	200,000	199,695	199,000	199,000

</TABLE>

-11-

CCA INDUSTRIES, INC. AND SUBSIDIARIES

MARKETABLE SECURITIES - OTHER INVESTMENTS

<TABLE>

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
			Market Value of Each Issue	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>
FHLMC 1628-N	12/15/2023	6.500%	50,000	\$ 48,024
EE Bonds	-	7.180	90,000	\$ 97,227
FNMA 93-G-26-B	8/25/2022	7.000	10,000	8,688
FNMA 93-224-D	11/25/2023	6.500	104,000	101,873
FNMA 92-2-N	1/25/2024	6.500	52,000	47,424
FHLMC 1702-U	3/24/2024	7.00	4,000	2,938
FNMA	11/10/98	5.050	200,000	199,950
			2,628,254	2,593,741

EQUITY SECURITIES:

	Number of Shares			
Preferred Stock:				
Bank America Corp.	8,000	200,000	202,000	202,000
		\$3,227,260	\$3,194,054	\$3,194,054

</TABLE>

-12-

CCA INDUSTRIES, INC.

MANAGEMENT'S DISCUSSION AND ANALYSIS OF RESULTS OF OPERATIONS AND FINANCIAL CONDITION

(UNAUDITED)

For the six month period ended May 31, 1997, the Company had net sales of \$19,169,701 and net income of \$1,016,713 after a provision for income taxes of \$712,795, as compared to net sales of \$20,623,222 and net income of \$832,745 after a provision for income taxes of \$685,830 for the six month period ended May 31, 1996. Gross margins of 63% for the six months were up from the 62% of

the prior year. Advertising, cooperative and promotional allowance expenditures decreased during the six month period from \$5,180,524 to \$4,511,451. Advertising expenditures were 23.5% of sales for the six months ended May 31, 1997 as compared with 25% for the period ended May 31, 1996. 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. 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 of \$697,000 is accordingly reflected in the balance sheet for the interim period, as compared to \$2.3 million at May 31, 1996. This deferral is the result of the Company's \$5 million media budget for the year which contemplates lower spending in the 4th quarter than in the other three quarters; as well as the Company's co-op advertising commitments which also anticipates lower expenditures in the 3rd and 4th quarters. Specifically, the Company spent approximately \$2.9 million in the first six months on media advertising and, therefore, expensed \$2.5 million and deferred \$.4 million as of May 31, 1997. Similarly, as of May 31, 1997 the Company's co-op advertising commitments for the year ended November 30, 1996 totaled approximately \$3 million of which approximately \$1.8 million was spent in the first six months resulting in an expense of \$1.5 million and a deferral of approximately \$.3 million as of May 31, 1997.

Comparatively as of May 31, 1996, the Company had anticipated media advertising expense in fiscal year 1996 of \$8 million and spent approximately \$5.7 million in the first six months resulting in a deferral of approximately \$1.7 million (\$5.7MM-\$4MM). The anticipated Co-op commitments as of May 31, 1996 were \$2.8 million for the year of which \$2 million were spent for the six months resulting in a \$.6 million deferral (\$2MM-\$1.4MM).

Selling, general and administrative expenses ("SG&A") decreased compared to the prior year in real dollars although they increased as a percentage of sales. The increase to 29.5% from 28% was due mostly to the slightly lower sales volume.

-13-

CCA INDUSTRIES, INC.

MANAGEMENT'S DISCUSSION AND ANALYSIS OF RESULTS OF OPERATIONS AND FINANCIAL CONDITION

(UNAUDITED)

For the three month period ended May 31, 1997, net sales were \$10,552,412 as compared to \$10,498,104 for May 31, 1996. Income for the quarter before taxes increased to \$706,712 from \$464,585. Gross margins of 63% for the three months ended May 31, 1997 were up from 62% in 1996. Advertising, cooperative and promotional allowance expense during the quarter decreased to \$2,341,726 from \$2,571,230. Advertising expenses were 22% of sales for the quarter in 1997 as compared to 24.5% in 1996. Selling, general and administrative expenses were approximately 27.5 % in the current quarter as compared to 28% in 1996.

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 May 31, 1997 consists of current assets of \$16,890,898 and current liabilities of \$6,976,875. During the six month period ended May 31, 1997, shareholders' equity increased from \$11,724,209 at November 30, 1996 to \$12,708,600 at May 31, 1997. This was due primarily to the net income generated for the period.

During the six months, the Company generated \$1.4 million in operations, used \$136,000 to reduce borrowings, and approximately \$130,000 to purchase fixed assets. These factors coupled with proceeds from the sale of equipment (\$40,000) resulted in a net increase in the Company's cash of about \$1,172,000.

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

-14-

PART II, ITEM 6. (Continued)

EXHIBIT 11

CCA INDUSTRIES, INC. AND SUBSIDIARIES

<TABLE>
 COMPUTATION OF EARNINGS PER SHARE
 (UNAUDITED)

<CAPTION>

	Three Months Ended May 31,		Six Months Ended May 31,	
	1997	1996	1997	1996
Item 6.				
<S>	<C>	<C>	<C>	<C>
Primary:				
Average shares outstanding	7,206,051	7,160,055	7,215,628	7,073,846
Net effect of dilutive stock options--based on the treasury stock method using average market price	939,309	1,002,282	877,283	879,313
TOTALS	8,145,360	8,162,337	8,092,911	7,953,159
Net income	\$ 706,712	\$ 464,585	\$1,016,713	\$832,745
Per share amount	\$.09	\$.06	\$.13	\$.10

</TABLE>

-16-

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 May 31, 1997.

-15-

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, President

By:
Ira W. Berman, Secretary

<TABLE> <S> <C>

<ARTICLE> 5

<MULTIPLIER> 1

<S>	<C>
<PERIOD-TYPE>	6-MOS
<FISCAL-YEAR-END>	NOV-30-1997
<PERIOD-END>	MAY-31-1997
<CASH>	2,595,264
<SECURITIES>	3,194,054
<RECEIVABLES>	6,274,501
<ALLOWANCES>	1,167,517
<INVENTORY>	6,102,375
<CURRENT-ASSETS>	16,897,654
<PP&E>	2,410,128
<DEPRECIATION>	1,627,534
<TOTAL-ASSETS>	19,685,475
<CURRENT-LIABILITIES>	6,976,875
<BONDS>	0
<PREFERRED-MANDATORY>	0
<PREFERRED>	0
<COMMON>	72,135
<OTHER-SE>	12,636,465
<TOTAL-LIABILITY-AND-EQUITY>	19,685,475
<SALES>	19,169,701
<TOTAL-REVENUES>	19,323,864
<CGS>	7,016,633
<TOTAL-COSTS>	17,594,356
<OTHER-EXPENSES>	10,506,421
<LOSS-PROVISION>	66,396
<INTEREST-EXPENSE>	4,906
<INCOME-PRETAX>	1,729,508
<INCOME-TAX>	712,795
<INCOME-CONTINUING>	1,016,713
<DISCONTINUED>	0
<EXTRAORDINARY>	0
<CHANGES>	0
<NET-INCOME>	1,016,713
<EPS-PRIMARY>	.13
<EPS-DILUTED>	.13

</TABLE>