

**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): **January 31, 2011**

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.)

**200 MURRAY HILL PARKWAY,
EAST RUTHERFORD, NEW JERSEY**

(Address of principal executive offices)

07073

(Zip Code)

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

(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 January 28, 2011 announcing that the Board of Directors has declared a dividend of \$0.07 per share to shareholders of record as of February 10, 2011 and to be paid on March 10, 2011.

Item 9.01 Exhibits

The following exhibits are annexed hereto:

99.1 Press release issued January 28, 2011

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: **January 31, 2011**

CCA Industries, Inc.

By: **/s/ Ira W. Berman**
Ira W. Berman
Chairman of the Board

Company Contact:
Ira W. Berman
Chairman
800 524-2720

FOR IMMEDIATE RELEASE

CCA INDUSTRIES, INC. REPORTS TWENTY-SEVENTH CONSECUTIVE DIVIDEND

East Rutherford, NJ, January 28, 2011: CCA Industries, Inc. (NYSE Amex: "CAW") announced today that its Board of Directors has approved a dividend of \$0.07 per share, payable to all shareholders of record as of February 10, 2011, and to be paid on March 10, 2011. This will be the Company's twenty-seventh consecutive dividend.

"The Company will report a loss for the fiscal year due to two unusual events, which were the settlement of an advertising lawsuit and the voluntary recall of three shipments of one of our products. If not for these two events, the Company would have reported a profit for 2010", stated Dunnan Edell, President and Chief Executive Officer.

Final results for the year ended November 30, 2010 will be announced on or before February 28, 2011.

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, "Mega-T" Green Tea diet supplements, "Mega-T" Green Tea gum and mint products, "Bikini Zone" medicated topical and shave gels, "Nutra Nail" nail care treatments, "Scar Zone" scar treatment products, "Sudden Change" anti-aging skin care products, "Parfume de Vanille" fragrances, "Solar Sense" sun protection products, "Hair Off" hair removal and depilatory products, "Wash 'N Curl" shampoos and conditioners and "Pain Bust RII" an analgesic product.

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.
