

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

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**FORM 8-K**

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**CURRENT REPORT**

Pursuant to Section 13 OR 15(d) of The  
Securities Exchange Act of 1934

**Date of Report (Date of earliest event reported): April 13, 2012 (April 12, 2012)**

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**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.)

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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 April 12, 2012 announcing its results for the quarter ended February 29, 2012.

**Item 9.01 Exhibits**

The following exhibits are annexed hereto:

99.1 Press release issued April 12, 2012

**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: April 13, 2012**

**CCA Industries, Inc.**

**By: /s/ Stephen A. Heit**

**Stephen A. Heit  
Chief Financial Officer**

**Company Contact:**  
**Dunnan D. Edell**  
**Chief Executive Officer**  
**800 524-2720**

FOR IMMEDIATE RELEASE

CCA INDUSTRIES, INC. REPORTS FIRST QUARTER RESULTS

East Rutherford, NJ, April 12, 2012: CCA Industries, Inc. (NYSE Amex: "CAW") announced today its results for the first quarter ended February 29, 2012.

The Company reported total revenues for the first quarter ended February 29, 2012 of \$13,688,247 and net income of \$87,534. Total revenues for the first quarter ended February 28, 2011 were \$12,600,020 and net income was \$343,105. Basic and fully diluted earnings per share for the quarter were \$0.01 as compared to \$0.05 for the same quarter last year.

"Our goals for 2012 are to grow our core brands and continue to invigorate our promotional and advertising programs, therefore earnings in the first quarter were affected by these increased marketing costs," commented Dunnan D. Edell, the Company's Chief Executive Officer.

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, "Gel Perfect" UV free gel color, "Scar Zone" scar treatment products, "Sudden Change" anti-aging skin care products, "Cherry Vanilla" 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.**

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**CCA INDUSTRIES, INC.**

<b>Three Months Ended</b>	<b>February 29, 2012</b>	<b>February 28, 2011</b>
Revenues	\$ 13,688,247	\$ 12,600,020
Net Income	\$ 87,534	\$ 343,105
Per Share Earnings		
Basic	\$ 0.01	\$ 0.05
Diluted	\$ 0.01	\$ 0.05
Weighted Average Shares Outstanding		
Basic	7,054,442	7,054,442
Diluted	7,054,442	7,054,442