

**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): June 4, 2012 (May 29, 2012)

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))

Item 8.01 Other Events

The Company issued a press release on May 29, 2012 announcing that the Board of Directors had declared a dividend for the second quarter of fiscal 2012 of \$0.07 per share to all shareholders of record as of June 8, 2012, to be paid on July 9, 2012.

Item 9.01 Exhibits

The following exhibits are annexed hereto:

99.1 Press release issued May 29, 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:

June 4, 2012

CCA Industries, Inc.

By:

/s/ Stephen A. Heit

Stephen A. Heit

Chief Financial Officer

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

FOR IMMEDIATE RELEASE

CCA INDUSTRIES, INC. REPORTS FISCAL 2012 SECOND QUARTER DIVIDEND

East Rutherford, NJ, May 29, 2012: CCA Industries, Inc. (NYSE Amex: "CAW") announced today that its Board of Directors has approved a dividend of \$0.07 per share for the second quarter of fiscal 2012, payable to all shareholders of record as of June 8, 2012, and to be paid on July 9, 2012. This will be the Company's thirty-second consecutive dividend.

Results for the second quarter ending May 31, 2012 will be announced on or before July 16, 2012. "We are continuing our record of dividends, as management and the Board of Directors remain optimistic regarding the Company's future growth," stated Dunnan D. Edell, President and 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.