

**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): August 20, 2012 (August 15, 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 5.02 Departure of Directors or Certain Officers; Appointment of Certain Officers

James Mastrian, who was previously elected by the Class A Common Stockholders as a director of CCA Industries, Inc. (the "Company") resigned as a member of the Company's Board of Directors on August 15, 2012. The remaining directors who were elected by the Class A Common Stock holders met on August 15, 2012 to fill the vacancy created by Mr. Mastrian's resignation, and effective August 15, 2012 appointed Jonathan Rothschild as a director to serve the remainder of Mr. Mastrian's term. Mr. Rothschild has served as a director of Immucell, Inc., a NASDAQ listed biotechnology company, since 2001, and serves on its audit committee. He is President and sole owner of Arterio, Inc. which is in the vitamin and supplements business. Mr. Rothschild is also a director of the Anne Frank Center USA, a not-for-profit organization. Mr. Rothschild holds a beneficial interest in 221,478 shares of CCA Industries, Inc. common stock, and his wife separately holds 2,050 shares for which beneficial interest has been disclaimed.

There is no arrangement or understanding between Mr. Rothschild and any other person pursuant to which he was elected as a director of the Company. There are no transactions in which the Company was or is to be a participant in which Mr. Rothschild has an interest requiring disclosure under Item 404(a) of Regulation S-K. Mr. Rothschild will receive compensation for his service as a director in accordance with the Company's standard compensation arrangements for non-employee directors, which are summarized in the Company's Definitive Proxy Statement for its 2012 annual meeting of shareholders, as filed with the Securities and Exchange Commission on May 29, 2012. At the time of the filing of this Form 8-K, Mr. Rothschild has not been named to a Board committee.

Furnished as Exhibit 99.1 is a copy of the press release issued by the Company on August 20, 2012 announcing that James Mastrian had resigned as a director of the Company on August 15, 2012, and that Jonathan Rothschild had been appointed as a director on August 15, 2012 by the remaining directors elected by the Class A Common Stock holders to serve the remainder of Mr. Mastrian's term.

Item 9.01 Exhibits

The following exhibits are annexed hereto:

99.1 Press release issued August 20, 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: August 20, 2012

CCA Industries, Inc. x

By: /s/ Stephen A. Heit

Stephen A. Heit
Executive Vice President
Chief Financial Officer

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

FOR IMMEDIATE RELEASE

CCA INDUSTRIES, INC. ANNOUNCES THE APPOINTMENT OF JONATHAN ROTHSCHILD AS DIRECTOR.

East Rutherford, NJ, August 16, 2012: CCA Industries, Inc. (NYSE MKT: "CAW") announced today that Jonathan Rothschild has been appointed as a director to fill the remaining term of James Mastrian. Mr. Mastrian has resigned as a director of the Company as of August 15, 2012. Stanley Kreitman, the Company's Chairman of the Board, stated "We are very pleased that Jonathan Rothschild has joined our board. Jonathan is President and CEO of Arterio, Inc., which is in the vitamin and supplements business, and a director of Immucell, Inc., a NASDAQ listed biotechnology company, and serves on their audit committee. He is also a director of the Anne Frank Center USA, a not-for-profit organization. Jonathan is a major shareholder, having a beneficial interest in 221,478 shares of CCA common stock. We look forward to working with Jonathan and thank Jim Mastrian for his past service, wishing him well in his future endeavors."

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" 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 and "Hair Off" hair removal and depilatory products.

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.