

**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): October 23, 2012 (October 22, 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 October 22, 2012 announcing that its Board of Directors has approved a dividend of \$0.07 per share for the fourth quarter of fiscal 2012, payable to all shareholders of record as of November 6, 2012, and to be paid on December 6, 2012.

Item 9.01 Exhibits

The following exhibits are annexed hereto:

99.1 Press release issued October 22, 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: October 23, 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 FOURTH QUARTER DIVIDEND

East Rutherford, NJ, October 22, 2012: CCA Industries, Inc. (NYSE MKT: "CAW") announced today that its Board of Directors has approved a dividend of \$0.07 per share for the fourth quarter of fiscal 2012, payable to all shareholders of record as of November 6, 2012, and to be paid on December 6, 2012. This will be the Company's thirty-fourth consecutive dividend.

"We are optimistic that our revenues and net income will continue to grow into fiscal 2013, and are pleased to continue the dividend for our shareholders, as we work to enhance shareholder value," stated Dunnan D. Edell, President and Chief Executive Officer. The Company reported last week total revenues for the third quarter ended August 31, 2012 of \$14,003,207, an increase of 14.5%, as compared to total revenues for the third quarter ended August 31, 2011 of \$12,228,988. Net income for the third quarter of fiscal 2012 was \$428,747 as compared to net income of \$399,294 for the same period in fiscal 2011. Basic and fully diluted earnings per share for the quarter were \$0.06, as compared to \$0.06 for the same quarter last year. Total revenues for the nine months ended August 31, 2012 were \$42,401,926, an increase of 12.5%, as compared to \$37,685,408 for the same period in fiscal 2011. Net income for the first nine months of fiscal 2012 was \$818,381 as compared to \$495,131 for the same period in fiscal 2011. Basic and fully diluted earnings per share for the nine months ended August 31, 2012 were \$0.12, as compared to \$0.07 for the same period in fiscal 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, "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.