

**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): February 19, 2013 (February 11, 2013)**

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**CCA Industries, Inc.**

(Exact name of registrant as specified in its charter)

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**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 5.02 Departure of Directors or Certain Officers; Appointment of Certain Officers**

It is with great sadness that the Company announces the death of Dunnan D. Edell, its President and Chief Executive Officer. Dunnan Edell was also a director of the Company. The Board of Directors has asked David Edell, the former Chief Executive Officer and founder of the Company, who retired at the end of 2011, to accept the position of Chief Executive Officer at this time. The Board also has appointed Stephen A. Heit as President of the Company in addition to his responsibilities as Chief Financial Officer. Drew Edell has been appointed Chief Operating Officer of the Company. Drew Edell has also been appointed by the directors elected by the Class A shareholders as a director of the Company until the next annual meeting of the shareholders. All of the appointments are effective immediately.

Furnished as Exhibit 99.1 is a copy of the press release issued by the Company on February 11, 2013 announcing the death of Dunnan D. Edell, and the subsequent appointments by the Board of Directors.

**Item 9.01 Exhibits**

The following exhibits are annexed hereto:

99.1 Press release issued February 11, 2013.

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**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:**           **February 19, 2013**

**CCA Industries, Inc.**

**By:**           /s/ Stephen A. Heit  
                  **Stephen A. Heit**  
                  **President**  
                  **Chief Financial Officer**

**Company Contact:**  
**Stephen A. Heit,**  
**President**  
**800 524-2720**

**FOR IMMEDIATE RELEASE**

**CCA INDUSTRIES, INC. ANNOUNCES THE DEATH OF DUNNAN D. EDELL, PRESIDENT AND CHIEF EXECUTIVE OFFICER.**

East Rutherford, NJ, February 11, 2013: Stanley Kreitman, the Chairman of the Board of CCA Industries, Inc. (NYSE MKT: "CAW") announced today with great sadness the death of Dunnan D. Edell, the Company's President and Chief Executive Officer. Dunnan Edell was also a director of the Company. The Board of Directors has asked David Edell, the former Chief Executive Officer and founder of the Company, who retired at the end of 2011, to accept the position of Chief Executive Officer at this time. The Board also has appointed Stephen A. Heit as President of the Company in addition to his responsibilities as Chief Financial Officer. Mr. Heit had previously served as President of AM Cosmetics, a consumer products company, and had experience calling on the same customers of CCA. Drew Edell has been appointed Chief Operating Officer of the Company. Drew Edell has also been appointed by the directors elected by the Class A shareholders as a director of the Company until the next annual meeting of the shareholders. All of the appointments are effective immediately.

"I am very grateful that David Edell has agreed to accept the position of Chief Executive Officer. This is a terrible time for David and his family, and I think it is admirable that despite his overwhelming grief over the sudden loss of his son he has agreed to help the Company out, always keeping in mind the best interests of the shareholders," said Stanley Kreitman, Chairman of the Board. "We are also grateful that Stephen Heit has accepted the position of President. Steve's previously experience will provide important continuity with our customers and employees. We have a strong core of staff that will enable CCA to continue during this difficult time. Our thoughts and prayers are with Dunnan's family, his father David, his brother Drew and their families," continued Kreitman.

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.**