FORM 10-Q

SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

QUARTERLY REPORT UNDER SECTION 13 OR 15(d)
OF THE SECURITIES EXCHANGE ACT OF 1934

For Quarter Ended August 31, 1999

Commission File Number 2-85538

CCA INDUSTRIES, INC.
(Exact Name of Registrant as Specified in its Charter)

Delaware	04-2795439
(State or other jurisdiction of Incorporation or organization)	(I.R.S. Employer Identification Number)

200 Murray Hill Parkway East Rutherford, NJ	07073
(Address of principal executive offices)	(Zip Code)

(201) 330-1400
Registrant's telephone number, including area code

Not applicable
Former name, former address and former fiscal year, if changed since last report.

Indicate by check mark whether the Registrant: (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the Registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes X No

APPLICABLE ONLY TO CORPORATE ISSUERS

Indicate the number of shares outstanding of each of the issuer's classes of common stock, as of the latest practical date.

Common Stock, $.01 Par Value - 6,246,151 shares as of August 31, 1999

Class A Common Stock, $.01 Par Value - 1,020,930 shares as of August 31, 1999

CCA INDUSTRIES, INC. AND SUBSIDIARIES

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CCA INDUSTRIES, INC. AND SUBSIDIARIES

<TABLE>

CONSOLIDATED BALANCE SHEETS

A S S E T S

<CAPTION>

<S>	<S> August 31, 1999	<S> November 30, 1998
Current Assets		
Cash and cash equivalents	$ 836,061	$ 542,289
Short-term investments and marketable securities	1,071,738	1,633,452
Accounts receivable, net of allowances of $1,236,012 and $1,318,185, respectively	6,933,892	7,878,000
Inventories	7,063,088	9,059,456
Prepaid expenses and sundry receivables	349,328	317,318
Deferred income taxes	945,264	974,922
Prepaid income taxes and refunds due	1,294,598	72,513
Deferred advertising	1,551,113	-
Total Current Assets	20,045,082	20,477,950
Property and Equipment, net of accumulated depreciation and amortization	764,523	866,663
Intangible Assets, net of accumulated amortization of $71,840 at August 31, 1999 and $71,373 at November 30, 1998	169,756	245,875
Other Assets		
Marketable securities	1,632,012	2,172,253
Due from officers - Non-current	63,393	65,250
Deferred income taxes	42,031	127,256
Other	55,289	54,889
Total Other Assets	1,792,725	2,419,648
Total Assets	$22,772,086	$24,010,136

</TABLE>

See Notes Consolidated to Financial Statements.

CCA INDUSTRIES, INC. AND SUBSIDIARIES
<TABLE>
CONSOLIDATED BALANCE SHEETS

LIABILITIES AND SHAREHOLDERS' EQUITY

<CAPTION>

	August 31, 1999	November 30, 1998
<C>	<S>	<S>
Current Liabilities		
Notes payable	$ 1,900,000	$ 1,550,000
Accounts payable and accrued liabilities	6,206,542	6,259,967
Income taxes payable	-	600,720
Total Current Liabilities	8,106,542	8,410,687
Minority Interest in Consolidated Subsidiary	-	7,798
Shareholders' Equity		
Common stock, $.01 par; authorized 15,000,000 shares; issued and outstanding 6,246,151 and 6,246,151 shares, respectively	62,462	62,462
Class A common stock, $.01 par; authorized 5,000,000 shares; issued and 1,020,930 and 1,020,930 shares, respectively	10,209	10,209
Additional paid-in capital	4,454,228	4,454,228
Retained earnings	10,406,853	11,238,704
Unrealized gains (losses) on marketable securities	(103,042)	(18,343)
	14,830,710	15,747,260
Less: Treasury Stock (95,996 and 89,519 shares at August 31, 1999 and November 30, 1998, respectively)	165,166	155,609
Total Shareholders' Equity	14,665,544	15,591,651
Total Liabilities and Shareholders' Equity	$22,772,086	$24,010,136

</TABLE>
See Notes to Consolidated Financial Statements.

CCA INDUSTRIES, INC. AND SUBSIDIARIES
<TABLE>
CONSOLIDATED STATEMENTS OF OPERATIONS

(UNAUDITED)
<CAPTION>

	Three Months Ended August 31,		Nine Months Ended August 31,	
	1999	1998	1999	1998
<S>	<C>	<C>	<C>	<C>
Revenues				
Sales of Health and Beauty Aid Products - Net	$8,631,951	$9,774,723	$28,398,978	$29,449,621
Other income	102,623	71,418	186,702	254,944
	8,734,574	9,846,141	28,585,680	29,704,565
Costs and Expenses				
Costs of sales	3,481,368	3,384,348	11,073,391	10,944,866

Selling, general and administrative expenses	3,153,378	3,047,802	9,509,870	8,855,642
Advertising, cooperative and promotions	1,851,391	2,683,437	6,636,603	6,748,631
Research and development	118,183	152,425	373,392	457,745
Provision for doubtful accounts	(4,044)	24,181	89,758	91,829
	8,600,276	9,292,193	27,683,014	27,098,713
Income before Provision for Income Taxes	134,298	553,948	902,666	2,605,852
Provision for Income Taxes	38,697	193,882	290,648	1,004,141
Income From Continuing Operations	95,601	360,066	612,018	1,601,711
Income (Loss) From Discontinued Operations	(1,252,768)	80,289	(1,451,509)	19,443
Net Income (Loss)	($1,157,167)	$ 440,355	($ 839,491)	$1,621,154

	Basic	Diluted	Basic	Diluted	Basic	Diluted	Basic	Diluted
<S>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	<C>
Earnings per Share								
Continuing Operations	$ .01	$.01	$.05	$.04	$.09	$.09	$.22	$.20
Discontinued Operations	(.17)	(.17)	.01	.01	(.21)	(.21)	-	-
	($.16)	($.16)	$.06	$.05	($.12)	($.12)	$.22	$.20

</TABLE>

See Notes to Consolidated Financial Statements.

CCA INDUSTRIES, INC. AND SUBSIDIARIES

<TABLE>

CONSOLIDATED STATEMENTS OF COMPREHENSIVE INCOME

(UNAUDITED)

<CAPTION>

	Three Months Ended August 31,		Nine Months Ended August 31,	
	1999	1998	1999	1998
<S>	<C>	<C>	<C>	<C>
Net Income (Loss)	($1,157,167)	$440,355	($ 839,491)	$1,621,154
Other Comprehensive Income				
Unrealized holding gains (loss) on investments	(77,580)	(47,841)	(84,699)	(40,193)
Comprehensive Income	($1,234,747)	$392,514	($924,190)	$1,580,961
Earnings Per Share:				
Basic	($.17)	$.05	($.13)	$.22
Diluted	($.17)	$.05	($.13)	$.20

</TABLE>

See Notes to Consolidated Financial Statements.

CCA INDUSTRIES, INC. AND SUBSIDIARIES
<TABLE>
CONSOLIDATED STATEMENTS OF CASH FLOWS

(UNAUDITED)
<CAPTION>

	Nine Months Ended August 31, 1999	Nine Months Ended August 31, 1998
<S>	<C>	<C>
Cash Flows from Operating Activities:		
Net (loss) income	($ 839,491)	$1,621,154
Adjustments to reconcile net income to net cash (used in) operating activities:		
Depreciation and amortization	287,428	244,689
Minority deficiency in consolidated subsidiaries	(155)	(25,897)
Amortization of bond premium	1,414	1,415
Loss on abandoned intangibles	463,512	-
(Gain) on sale of marketable securities	(21,532)	(5,707)
Decrease (increase) in deferred income taxes	114,883	(413,999)
Decrease (increase) in accounts receivable - Net	944,108	(3,436,102)
Decrease (increase) in inventory	1,996,368	(2,971,028)
(Increase) in prepaid expenses and miscellaneous receivables	(32,010)	(1,668,334)
(Increase) in deferred advertising	(1,551,113)	-
(Decrease) increase in accounts payable and accrued liabilities	(53,425)	2,747,041
(Decrease) increase in taxes payable	(600,720)	559,701
(Increase) in security deposits	(400)	(820)
(Increase) in prepaid income taxes and refunds due	(1,222,085)	-
Net Cash (Used in) Operating Activities	(513,218)	(3,347,887)
Cash Flows from Investing Activities:		
Acquisition of property, plant and equipment	(117,946)	(487,533)
Acquisition of intangible assets	(454,735)	(105,651)
Proceeds of money due from officers	1,857	-
Purchase of marketable securities	(282,960)	(1,492,833)
Proceeds from sale and maturity of investments	1,320,331	1,513,943
Net Cash Provided by (Used in) Investing Activities	466,547	(572,074)
Cash Flows from Financing Activities:		
Proceeds from borrowings	2,850,000	700,000
Payment on debt	(2,500,000)	-
Purchase of treasury stock	(9,557)	-
Net Cash Provided by Financing Activities	340,443	700,000
Net Increase (Decrease) in Cash	293,772	(3,219,961)
Cash at Beginning of Period	542,289	3,649,774
Cash at End of Period	$ 836,061	$ 429,813

</TABLE>

See Notes to Consolidated Financial Statements.

CCA INDUSTRIES, INC. AND SUBSIDIARIES
<TABLE>
CONSOLIDATED STATEMENTS OF CASH FLOWS (CONTINUED)

(UNAUDITED)

<CAPTION>

<S>	Nine Months Ended August 31, 1999 <C>	Nine Months Ended August 31, 1998 <C>
Supplemental Disclosures of Cash Flow Information:		
Cash paid during the period for:		
Interest	$ 95,971	$ 4,305
Income taxes	1,128,793	725,000
Supplemental Schedule of Noncash Investing and Financing Activities:		
The Company issued common stock in exchange for exercise of options and surrender of options and surrender of outstanding shares of stock:		
Common stock retired	$ -	$ 35,000
Common stock issued	-	(35,000)
	$ -	$ -
Minority Shareholders' Losses Absorbed by the Company:		
Minority interest	$ 7,643	$ -
Retained earnings	(7,643)	-
	$ -	$ -

</TABLE>

See Notes to Consolidated Financial Statements.

CCA INDUSTRIES, INC. AND SUBSIDIARIES

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

(UNAUDITED)

NOTE 1 - BASIS OF PRESENTATION

The accompanying unaudited condensed consolidated financial statements have been prepared in accordance with generally accepted accounting principles for interim financial information and with the instructions to Form 10-Q and Article 10 of Regulation S-X. Accordingly, they do not include all of the information and footnotes required by generally accepted accounting principles for complete financial statements. In the opinion of management, all adjustments (consisting of normal recurring accruals) considered necessary for a fair presentation have been included. Operating results for the nine month period ended August 31, 1999 are not necessarily indicative of the results that may be expected for the year ended November 30, 1999. For further information, refer to the consolidated financial statements and footnotes thereto included in the Company's annual report on Form 10-K for the year ended November 30, 1998.

NOTE 2 - ORGANIZATION AND DESCRIPTION OF BUSINESS

CCA Industries, Inc., ("CCA"), was incorporated in the State of Delaware on March 25, 1983.

CCA manufactures and distributes health and beauty aid products.

CCA has several wholly-owned subsidiaries (CCA Cosmetics, Inc., CCA Labs, Inc., Berdell, Inc., Nutra Care Corporation, and CCA Online Industries, Inc.), all of which are currently inactive.

In March of 1998 CCA acquired 80% of the newly organized Fragrance Corporation of America, Ltd., ("FCA"), which manufactures and distributes perfume products.

During the third quarter of fiscal 1999, CCA adopted a formal plan to dispose of the intangible assets and substantially all of the inventory of FCA. CCA anticipates the disposal to be completed by the last quarter of fiscal 2000. As a result, inventory has been written down to expected net realizable value. In addition, CCA has written off intangible assets associated with the acquisition of and advances to FCA. The previous periods financial statements have been restated to give effect to the discontinued operations.

Components of discontinued operations consist of:

<TABLE>
<CAPTION>

	Three Months Ended August 31, 1999	Three Months Ended August 31, 1998	Nine Months Ended August 31, 1999	Nine Months Ended August 31, 1998
<S>	<C>	<C>	<C>	<C>
Income (loss) from operations of FCA to be disposed	($ 431,885)	$123,490	($ 919,052)	($21,577)
Provision (benefit) of income taxes	67,603	(43,201)	356,029	41,020
	(364,282)	80,289	(563,023)	19,443
Estimated loss on disposal of FCA	(1,467,226)	-	(1,467,226)	-
(Provision) benefit of income taxes	578,740	-	578,740	-
	(888,486)	-	(888,486)	-
Total	($1,252,768)	$ 80,289	($1,451,509)	$19,443

</TABLE>

CCA INDUSTRIES, INC. AND SUBSIDIARIES

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

(UNAUDITED)

NOTE 3 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Principles of Consolidation:

The consolidated financial statements include the accounts of CCA and its wholly-owned subsidiaries (collectively the "Company"). All significant intercompany accounts and transactions have been eliminated.

Use of Estimates:

The consolidated financial statements include the use of estimates, which management believes are reasonable. The process of preparing financial statements in conformity with generally accepted accounting principles requires the use of estimates and assumptions regarding certain types of assets, liabilities, revenues, and expenses. Such estimates primarily relate to unsettled transactions and events as of the date of the financial statements. Accordingly, upon settlement, actual results may differ from estimated amounts.

Short-Term Investments and Marketable Securities:

Short-term investments and marketable securities consist of corporate and government bonds and equity securities. The Company has classified its investments as Available-for-Sale securities. Accordingly, such investments are reported at fair market value, with the resultant unrealized gains and losses reported as a separate component of shareholders' equity.

Statements of Cash Flows Disclosure:

For purposes of the statement of cash flows, the Company considers all highly liquid instruments purchased with an original maturity of less than three months to be cash equivalents.

During fiscal 1998, two officers/shareholders exercised in the aggregate 70,000 options in exchange for 16,470 shares previously issued common stock. The common shares were put into treasury and were subsequently cancelled.

Inventories:

Inventories are stated at the lower of cost (first-in, first-out) or market.

Product returns are recorded in inventory when they are received at the lower of their original cost or market, as appropriate. Obsolete inventory is written off and its value is removed from inventory at the time its obsoles cence is determined.

NOTE 3 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

Property and Equipment and Depreciation and Amortization

Property and equipment are stated at cost. The Company charges to expense repairs and maintenance items, while major improvements and betterments are capitalized. When the Company sells or otherwise disposes of property and equipment items, the cost and related accumulated depreciation are removed from the respective accounts and any gain or loss is included in earnings.

Depreciation and amortization are provided on the straight-line method over the following estimated useful lives or lease terms of the assets:

Machinery and equipment	7-10 Years
Furniture and fixtures	5-7 Years
Tools, dies and masters	2-7 Years
Transportation equipment	7 Years
Leasehold improvements	7-10 Years or life of lease, whichever is shorter

Intangible Assets:

Intangible assets are stated at cost. Intangible assets represents the excess of cost over the fair value of the net assets acquired and is amortized over 60 months. Patents and trademarks are amortized on the straight-line method over a period of 17 years.

Income Taxes:

Income tax expense includes federal and state taxes currently payable and deferred taxes arising from temporary differences between income for financial reporting and income tax purposes.

Tax Credits:

Tax credits, when present, are accounted for using the flow-through method as a reduction of income taxes in the years utilized.

NOTE 3 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

Earnings Per Common Share:

The Company adopted Statement of Financial Accounting Standards ("SFAS") No. 128, "Earnings Per Share" in 1998. Basic earnings per share is calculated using the average number of shares of common stock outstanding during the year. Diluted earnings per share is computed on the basis of the average number of common shares outstanding plus the effect of outstanding stock options using the "treasury stock method" and convertible debentures using the "if-converted" method. Common stock equivalents consist of stock options.

Revenue Recognition:

The Company recognizes sales at the time delivery occurs. Although no legal right of return exists between the customer and the Company, it is an industry-wide practice to accept returns from customers. The Company, therefore, records a reserve for returns equal to its gross profit on its historical percentage of returns on its last five months sales.

NOTE 4 - INVENTORIES

The components of inventory consist of the following:

	August 31, 1999	November 30, 1998
Raw materials	$4,210,995	$5,828,257
Finished goods	2,852,093	3,231,199
	$7,063,088	$9,059,456

At August 31, 1999 and November 30, 1998, the Company had reserves for obsolescence as follows:

	August 31, 1999	November 30, 1998
CCA	$ 954,625	$736,805
FCA	1,150,843	100,000
Total	$2,105,468	$836,805

NOTE 5 - PROPERTY AND EQUIPMENT

The components of property and equipment consisted of the following:

	August 31, 1999	November 30, 1998
Machinery and equipment	$ 299,527	$ 297,615
Furniture and equipment	742,549	721,296
Transportation equipment	10,918	10,918
Tools, dies, and masters	1,892,082	1,819,974
Leasehold improvements	131,147	108,474
	3,076,223	2,958,277
Less: Accumulated depreciation and amortization	2,311,700	2,091,614
Property and Equipment - Net	$ 764,523	$ 866,663

Depreciation expense for the nine months ended August 31, 1999 amounted to $220,086 and for the year ended November 30, 1998 amounted to $318,715.

NOTE 6 - INTANGIBLE ASSETS

Intangible assets consist of the following:

	August 31, 1999	November 30, 1998
Intangibles	$ -	$ 75,652
Patents and trademarks	241,596	241,596
	241,596	317,248
Less: Accumulated amortization	71,840	71,373
Intangible Assets - Net	$169,756	$245,875

Amortization expense for the nine months ended August 31, 1999 amounted to $67,342 and for the year ended November 30, 1998 amounted to $23,417. During the third quarter of fiscal 1999, the Company wrote off $66,875 of accumulated amortization associated with the disposal of FCA. (See Note 2).

In March 1998, the Company acquired, through its newly formed 80% owned subsidiary, FCA, certain intangibles (consisting of trademarks, licenses, customer lists, know-how, etc.) from Shiara, Inc. as well as certain inventory. The costs incurred to date ($529,739) with regard to the acquisition, in excess of the fair market of the inventory obtained, had been recorded as intangible assets on FCA's books but has consequently been written off in full in conjunction with the discontinuance of FCA's perfume lines. During the third quarter of fiscal 1999, the Company wrote off $66,875 of accumulated amortization associated with the disposal of FCA. (See Note 2).

NOTE 7 - DEFERRED ADVERTISING

In accordance with APB 28 Interim Financial Reporting the Company expenses its advertising and related costs proportionately over the interim periods based on its total expected costs per its various advertising programs. Consequently, a deferral of $1,551,113 is accordingly reflected in the balance sheet for the interim period. This deferral is the result of the Company's $5,300,000 media budget for the year which contemplates lower spending in the 4th quarter than in the other three quarters; as well as the Company's Co-op advertising commitments which also anticipates a lower expenditure in the 4th quarter.

The table below sets forth the calculation:

	August 1999 (In Millions)	August 1998 (In Millions)
Media advertising budget for the fiscal year	$5.30	$5.50
Pro-rata portion for nine months	$3.98	$4.13
Media advertising spent	4.71	5.25
Accrual (deferral)	($ .73)	($1.12)
Anticipated Co-op advertising commitments	$3.30	$3.10
Pro-rata portion for nine months	$2.48	$2.33
Co-op advertising spent	3.30	2.78
Accrual (deferral)	($ .82)	($ .45)

NOTE 8 - ACCOUNTS PAYABLE AND ACCRUED LIABILITIES

The following items which exceeded 5% of total current liabilities are included in accounts payable and accrued liabilities as of:

	August 31, 1999 (In 000's)	November 30, 1998 (In 000's)
a) Media advertising	$ 543	$ 820
b) Coop advertising	612	494
c) Accrued returns	1,485	1,107

NOTE 8 - ACCOUNTS PAYABLE AND ACCRUED LIABILITIES (Continued)

All other liabilities were for trade payables or individually did not exceed 5% of total current liabilities.

NOTE 9 - OTHER INCOME

Other income consists of the following at August 31:

	1999	1998
Interest income	$146,190	$242,038
Dividend income	32,673	7,198
Miscellaneous	7,839	5,708
	$186,702	$254,944

NOTE 10 - SHORT-TERM INVESTMENTS AND MARKETABLE SECURITIES

Short-term investments and marketable securities, which consist of stock and various corporate and government obligations, are stated at market value. The Company has classified its investments as Available-for-Sale securities and considers as current assets those investments which will mature or are likely to be sold in the next fiscal year. The remaining investments are considered non-current assets. The cost and market values of the investments at August 31, 1999 and November 30, 1998 were as follows:

<TABLE>
<CAPTION>

	August 31, 1999		November 30, 1998	
Current:	COST	MARKET	COST	MARKET
<S>	<C>	<C>	<C>	<C>
Corporate obligations	$1,040,045	$1,043,648	$ 780,776	$ 786,233
Government obligations (including mortgage backed securities)	-	-	841,067	847,219
Other equity investments	32,893	28,090	-	-
Total	1,072,938	1,071,738	1,621,843	1,633,452
Non-Current:				
Corporate obligations	190,000	190,000	1,030,044	1,038,450
Government obligations	562,202	553,166	298,600	298,931
Preferred stock	512,561	488,257	512,561	511,500
Other equity investments	469,092	400,589	361,000	323,372
Total	1,733,855	1,632,012	2,202,205	2,172,253

Total $2,806,793 $2,703,750$3,824,048$3,805,705

</TABLE>
<TABLE>
NOTE 10 - SHORT-TERM INVESTMENTS AND MARKETABLE SECURITIES (CONTINUED)

The market value at August 31, 1999 was $2,703,751 as compared to $3,805,705 at November 30, 1998. The cost and market values of the investments at August 31, 1999 were as follows:

<CAPTION>

COL. A Name of Issuer and Title of Each Issue	Maturity Date	Interest Rate	COL. B Number of Units-Principal Amount of Bonds and Notes	COL. C Cost of Each Issue	COL.D Market Value of Each Issue at Balance Sheet Date	COL.E Amount at Which Each Portfolio Of Equity Security Issues and Each Other Security Issue Carried in Balance Sheet
CORPORATE OBLIGATIONS:						
<S>	<C>	<C>	<C>	<C>	<C>	<C>
GMAC	2/22/00	5.450%	$200,000	$ 199,226	$ 199,698	$ 199,698
GTE Southwest Deb	12/01/99	5.820%	100,000	99,851	99,916	99,916
Virginia Electric & Power	4/01/00	5.875%	250,000	246,118	249,698	249,698
GMAC Smartnotes	10/15/99	5.950%	200,000	200,000	200,050	200,050
Florida Power & Light	4/01/00	5.375%	200,000	199,850	199,286	199,286
Mid American-NB & TC-CD	8/07/01	5.600%	95,000	95,000	95,000	95,000
Mid First Bank-CD	8/14/00	5.550%	95,000	95,000	95,000	95,000
MBNA-CD	8/13/01	5.650%	95,000	95,000	95,000	95,000
				1,230,045	1,233,648	1,233,648

</TABLE>

<TABLE>

NOTE 10 - SHORT-TERM INVESTMENTS AND MARKETABLE SECURITIES (CONTINUED)

<CAPTION>

COL. A Name of Issuer and Title of Each Issue	Maturity Date	Interest Rate	COL. B Number of Units-Principal Amount of Bonds and Notes	COL. C Cost of Each Issue	COL. D Market Value of Each Issue at Balance Sheet Date	COL. E Amount at Which Each Portfolio of Equity Security Issues and Each Other Security Issue Carried in Balance Sheet
GOVERNMENT OBLIGATIONS:						
<S>	<C>	<C>	<C>	<C>	<C>	<C>
US Treasury Note	11/30/00	4.625%	100,000	$ 100,190	$ 98,719	$ 98,719
US Treasury Note	9/30/00	5.920	300,000	300,925	296,439	296,439
FHLMC 1628-N	12/15/2023	6.500	50,000	34,264	33,922	33,922
FNMA 93-224-D	11/25/2023	6.500	104,000	96,031	92,587	92,587

FNMA 94-2-N	1/25/2024	6.500	52,000	30,792	31,499	31,499
				562,202	553,166	553,166

</TABLE>

<TABLE>
NOTE 10 - SHORT-TERM INVESTMENTS AND MARKETABLE SECURITIES (CONTINUED)

<CAPTION>

COL. A			COL. B	COL. C	COL.D	COL.E
Name of Issuer and Title of Each Issue	Maturity Date	Interest Rate	Number of Units-Principal Amount of Bonds and Notes	Cost of Each Issue	Market Value of Each Issue at Balance Sheet Date	Amount at Which Each Portfolio Of Equity Security Issues and Each Other Security Issue Carried in Balance Sheet
EQUITY:						
Preferred Stock:						
<S>	<C>	<C>	<C>	<C>	<C>	<C>
Tennessee Valley Authority (QIDS) Qtrly Income Debt Secs - Matures 3/31/2045	3/31/00	8.00%	13,600	$ 362,561	$ 344,257	$ 344,257
Merrill Lynch Trust	9/30/08	7.28%	6,000	150,000	144,000	144,000
Other Equity Investments:						
First Australia Prime				100,000	100,000	100,000
Dreyfus Premier Limited Term High Income CL B				133,497	116,059	116,059
Dreyfus High Yield Strategies Fund				268,488	212,621	212,621
				1,014,546	916,937	916,937
				$2,806,793	$2,703,751	$2,703,751

</TABLE>

CCA INDUSTRIES, INC.

MANAGEMENT'S DISCUSSION AND ANALYSIS OF RESULTS OF OPERATIONS AND FINANCIAL CONDITION

(UNAUDITED)

For the nine month period ended August 31, 1999, the Company adopted a plan for substantially discontinuing operations of its fragrance subsidiary company, Fragrance Corporation of America, Ltd. As a one time loss, it wrote off $1,476,226 primarily consisting of intangible assets and substantially all of the inventory of its subsidiary and incurred $919,052 of losses from discontinued operations resulting in a net after taxes charge to income of $1,451,509.

For the nine month period for the continuing operations, the Company had revenues of $28,585,680 and net income of $612,018 after a provision for income taxes of $290,648, as compared to revenues of $29,704,565 and net income of $1,601,711 after a provision for income taxes of $1,004,141.

Net sales for the nine months ended August 31, 1999 of $28,398,978 were down approximately $1,050,000 from the 1998 sales for nine months of $29,449,621. Sales returns continue to run approximately 8% of gross sales. Other income of $186,702 versus $254,944 was less due to the decrease in the company's interest income due to their use of cash in financing FCA. Gross margins of 61% for the nine months were down from 62.8% from the prior year.

Advertising, cooperative and promotional allowance expenditures decreased during the nine month period from $6,748,631 to $6,636,603. Advertising expenditures were 23.4% of sales for the nine months ended August 31, 1999 as compared with 23% for the period ended August 31, 1998. As part of the registrant's business it is necessary to enter into co-operative advertising agreements and other promotional activities with its accounts, especially upon the introduction of a new product. Both co-op advertising and promotions have a material effect on the Company's operations. If the advertising and promotions are successful, revenues will be increased accordingly. Should the co-op and promotions not be successful, it will have a negative impact on the Company's promotional cost per sale, and have a negative effect on income. The Company attempts to anticipate its advertising and promotional commitments as a percent of gross sales in order to attempt to control its effect on its net income. In accordance with APB 28 Interim Financial Reporting the Company expenses its advertising and related costs proportionately over the interim periods based on its total expected costs per its various advertising programs. Consequently, a deferral of $1,551,113 is accordingly reflected in the balance sheet for the interim period, as compared to $1,575,814 at August 31, 1998. This deferral is the result of the Company's $5.3 million media budget for the year which contemplates lower spending in the 4th quarter than in the other three quarters; as well as the Company's co-op advertising commitments which also anticipates lower expenditures in the 4th quarter. Specifically, the Company spent approximately $4.71 million in the nine months on media advertising and, therefore, expensed $3.98 million and deferred $.73 million as of August 31,1999. Similarly, as of August 31, 1999, the Company's co-op advertising commitments for the year ended November 30, 1999 are anticipated to be approximately $3.3 million of which approximately $3.3 million was spent in the first nine months resulting in an expense of $2.48 million and a deferral of approximately $.82 million as of August 31, 1999.

Comparatively as of August 31, 1998, the Company had anticipated media advertising expense in fiscal year 1998 of $5.5 million and spent approximately $5.25 million in the first nine months resulting in a deferral of approximately $1.12 million. The anticipated Co-op commitments as of August 31, 1998 were $3.1 million for the year of which $2.78 million were spent for the nine months resulting in a $.45 million deferral.

Selling, general and administrative expenses ("SG&A") increased compared to the prior year. The increase to $9,509,870 from $8,855,642 was due mostly to the cost of improving the software programs to comply with the Y2K issues, the introduction of a website and additional sales promotions and warehouse.

For the three month period ended August 31, 1999, net sales were $8,631,951 as compared to $9,774,723 for August 31, 1998. Income for the quarter before taxes decreased to $134,298 from $553,948. Gross margins of approximately 60% for the three months ended August 31, 1999 were down from 65% in 1998. Advertising, cooperative and promotional allowance expense during the quarter decreased to $1,851,391 from $2,683,437. Advertising expenses were 21.45% of sales for the quarter in 1999 as compared to 27.45% in 1998. Selling, general and administrative expenses were approximately 36.5% in the current quarter as compared to 31.2% in 1998.

Research and development expenses for the three and nine months were less due to the economies of utilizing the services of more in-house staff rather than outside consultants.

Bad debt expense for the periods decreased due to the reduction in reserves on the decreasing accounts receivable. Actual write-offs were approximately $42,000 in 1999 as compared to none in 1998. The Company's interest expense of $108,626, all of which was attributable to its discontinued operations, was up from $4,305 for the prior year period.

The Company's sales were primarily to drugstore chains, food chains and mass merchandisers.

The Company's financial position as at August 31, 1999 consists of current assets of $20,045,082 and current liabilities of $8,106,542. The Company's cash position increased due mostly to the liquidation of some of its marketable securities. The Company's accounts payable decreased by $53,425. During the nine month period ended August 31, 1999, shareholders' equity decreased from $15,591,651 at November 30, 1998 to $14,665,544 at August 31, 1999. This was due primarily to the net loss generated for the period.

During the nine months, the Company used $513,000 in operations, $454,000 to pay for costs incurred relating to the acquisition of Shiara Inc's assets in excess of their fair market value and $118,000 to purchase new fixed assets; and generated, $350,000 from new borrowings and approximately $1,037,000 from the net liquidations of securities. These factors resulted in a net increase in the Company's cash of about $294,000.

The year 2000 issue is the result of computer programs being written using two digits rather than four to define the applicable year. Any of the Company's computer programs that have time-sensitive software may recognize a date using "00" as the year 1900 rather than the year 2000. This could result in a system failure or miscalculations causing disruptions of operations, including, among other things, a temporary inability to process transactions, send invoices, or engage in similar normal business activities.

Based on a 1998 assessment, the Company determined that it had to substantially modify or replace portions of its software so that its computer systems will function properly with respect to dates in the year 2000 and thereeafter. The Company presently believes that with these modifications to existing software and conversions to new software, the Year 2000 Issue will not pose significant operational problems for its computer systems. However, if such modifications and conversions are not made, or are not completed timely, the Year 2000 Issue could have a material impact on the operations of the Company.

The Company has initiated formal communications with all of its significant service providers and suppliers, including its clearing broker, to determine the extent to which the Company's interface systems are vulnerable to those third parties' failure to remediate their own Year 2000 issues. The Company's estimate to complete includes the estimated time associated with the impact of third party's Year 2000 Issues based on presently available information. However, there can be no guarantee that the systems of other companies on which the Company's systems rely will be timely converted and would not have an adverse effect on the Company's systems.

The Company does not believe that the Year 2000 issue will have a material effect on any of the embedded technology in its manufacturing, warehousing or distribution equipment.

The Company will utilize both internal and external resources to reprogram, or replace, and test the software for Year 2000 modifications.

The Company believes it will complete the Year 2000 modifications in a timely fashion based on management's best estimate, which was derived utilizing numerous assumptions of future events, including the continued availability of certain resources, third party modification plans and other factors. However, there can be no guarantee that this estimate will be achieved and actual results could differ materially from those anticipated. Specific factors that might cause such material differences include, but are not limited to, the availability and cost of personnel trained in this area, the ability to locate and correct all relevant computer codes, and similar uncertainties.

The cost of addressing the Company's Year 2000 issues is expected to be approximately $400,000 to $500,000. However, some of these costs should be offset by a grant received from the State of New Jersey to help pay for the retraining of the Company's staff. The net cost should not have a material adverse effect on the Company's cash flow or financial position. It could possibly, however adversely effect the Company's earnings in the year the majority of costs are incurred. The Company is executing its Year 2000 plan through its own employees as well as various computer consultants and vendors. The Year 2000 testing and reprogramming is being done in conjunction with other ongoing maintenance and reprogramming efforts.

The Company has a contingency plan in place in the event their Year 2000 issue is not resolved timely.

PART II, ITEM 6. (Continued) EXHIBIT 11

CCA INDUSTRIES, INC. AND SUBSIDIARIES

COMPUTATION OF EARNINGS PER SHARE

(UNAUDITED)

	Three Months Ended August 31,		Nine Months Ended August 31,	
	1999	1998	1999	1998
Item 6.				
Weighted average shares outstanding - Basic	7,171,133	7,259,581	7,171,133	7,243,417
Net effect of dilutive stock options--based on the treasury stock method using average market price	*	812,644	*	777,515
Weighted average shares outstanding - Diluted	7,171,133	8,072,225	7,171,133	8,020,932
Net income (loss)	($1,157,167)	$ 440,355	($ 839,491)	$1,621,153
Per share amount				
Basic	($.16)	$.06	($.12)	$.22
Diluted	($.16)	$.05	($.12)	$.20

Stock options were not included in computed diluted weighted average shares outstanding because their effect were antidilutive.

CCA INDUSTRIES, INC.
PART II OTHER INFORMATION

All information pertaining to Part II is omitted pursuant to the instructions pertaining to that part.

The Company did not file any reports on Form 8-K during the nine months ended August 31, 1999.

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.

CCA INDUSTRIES, INC.

By:
David Edell, President

By: Ira W. Berman, Secretary

[ARTICLE] 5
[MULTIPLIER] 1
<TABLE>

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[PERIOD-TYPE]	9-MOS	9-MOS	3-MOS	3-MOS
[FISCAL-YEAR-END]	NOV-30-1998	NOV-30-1998	NOV-30-1998	NOV-30-1998
[PERIOD-END]	AUG-31-1999	AUG-31-1998	AUG-31-1999	AUG-31-1998
[CASH]	836,061	429,813	836,061	429,813
[SECURITIES]	2,703,750	3,742,124	2,703,750	3,742,124
[RECEIVABLES]	8,169,904	8,376,317	8,169,904	8,376,317
[ALLOWANCES]	1,236,012	1,008,942	1,236,012	1,008,942
[INVENTORY]	7,063,088	8,985,700	7,063,088	8,985,700
[CURRENT-ASSETS]	20,045,082	21,755,418	20,045,082	21,755,418
[PP&E]	3,389,659	2,746,461	3,389,659	2,746,461
[DEPRECIATION]	2,383,540	2,001,360	2,383,540	2,001,360
[TOTAL-ASSETS]	22,772,086	24,786,297	22,772,086	24,786,297
[CURRENT-LIABILITIES]	8,106,542	9,146,511	8,106,542	9,146,511
[BONDS]	0	0	0	0
[PREFERRED-MANDATORY]	0	0	0	0
[PREFERRED]	0	0	0	0
[COMMON]	72,671	72,596	72,671	72,596
[OTHER-SE]	14,592,873	15,585,084	14,592,873	15,585,084
[TOTAL-LIABILITY-AND-EQUITY]	22,772,086	24,786,297	22,772,086	24,786,297
[SALES]	28,398,978	29,449,621	8,631,951	9,774,723
[TOTAL-REVENUES]	28,585,680	29,704,565	8,734,574	9,846,141
[CGS]	11,073,391	10,944,866	3,481,368	3,384,348
[TOTAL-COSTS]	27,683,014	27,098,713	8,600,276	9,292,193
[OTHER-EXPENSES]	0	0	0	0
[LOSS-PROVISION]	89,758	91,829	(4,044)	24,181
[INTEREST-EXPENSE]	0	0	0	0
<INCOME PRETAX>	902,666	2,605,852	134,298	553,948
[INCOME-TAX]	290,648	1,004,141	38,697	193,882
[INCOME-CONTINUING]	612,015	1,601,711	95,601	360,066
[DISCONTINUED]	(1,451,509)	19,443	(1,252,768)	80,289
[EXTRAORDINARY]	0	0	0	0
[CHANGES]	0	0	0	0
[NET-INCOME]	(839,491)	1,621,154	(1,157,167)	440,355
[EPS-BASIC]	(.12)	.22	(.16)	.06
[EPS-DILUTED]	(.12)	.20	(.16)	.05

</TABLE>