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ROTHSCHILD JONATHAN E

Form 3

October 22, 2012

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

OMB APPROVAL

OMB Number:

3235-0104

Expires:

January 31, 2005

0.5

Estimated average burden hours per

response...

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF **SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting 2. Date of Event Requiring 3. Issuer Name and Ticker or Trading Symbol Person * Statement CCA INDUSTRIES INC [CAW] **ROTHSCHILD JONATHAN** (Month/Day/Year) E 08/15/2012 (Last) (First) (Middle) 4. Relationship of Reporting 5. If Amendment, Date Original Person(s) to Issuer Filed(Month/Day/Year) C/O CCA INDUSTRIES. (Check all applicable) INC.. 200 MURRAY HILL **PARKWAY** _X_ Director 10% Owner (Street) Officer _ Other 6. Individual or Joint/Group (give title below) (specify below) Filing(Check Applicable Line) _X_ Form filed by One Reporting Person **EAST** Form filed by More than One RUTHERFORD. CTÂ 06897 Reporting Person (City) (State) (Zip) Table I - Non-Derivative Securities Beneficially Owned 4. Nature of Indirect Beneficial 1. Title of Security 2. Amount of Securities Beneficially Owned Ownership Ownership (Instr. 4) (Instr. 4) (Instr. 5) Form: Direct (D) or Indirect (Instr. 5) Â D CCA Industries, Inc. Common Stock 168,510 Held by Arterio, Inc. profit CCA Industries, Inc. Common Stock 51,907 Ι sharing plan. Sole owner of Arterio, Inc. Held by Arterio, Inc. Sole owner CCA Industries, Inc. Common Stock Ι 21,104 of Arterio, Inc. Reminder: Report on a separate line for each class of securities beneficially SEC 1473 (7-02) owned directly or indirectly.

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security 6. Nature of Indirect 2. Date Exercisable and 3. Title and Amount of 4. 5. (Instr. 4) **Expiration Date** Securities Underlying Beneficial Ownership Conversion Ownership (Month/Day/Year) **Derivative Security** Form of (Instr. 5) or Exercise (Instr. 4) Price of Derivative Derivative Security: Date Expiration Security Direct (D) Date Amount or Exercisable or Indirect Title Number of Shares (Instr. 5)

Reporting Owners

Reporting Owner Name / Address

Director 10% Owner Officer Other

ROTHSCHILD JONATHAN E

C/O CCA INDUSTRIES, INC.
200 MURRAY HILL PARKWAY

Relationships

Director 10% Owner Officer Other

A X Â Â

Signatures

JONATHAN 10/22/2012 ROTHSCHILD

EAST RUTHERFORD, CTÂ 06897

**Signature of Reporting Date

Explanation of Responses:

* If the form is filed by more than one reporting person, see Instruction 5(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

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