



YOUR EYES WON'T BELIEVE YOUR FACE.®

Physicians Formula Holdings, Inc. Postpones Its Fourth Quarter and Fiscal Year 2008 Results Conference Call

AZUSA, Calif., Mar 06, 2009 (BUSINESS WIRE) -- **Physicians Formula Holdings, Inc.** (the "Company" or "Physicians Formula") (NASDAQ: FACE) today announced that the Company postponed its fourth quarter and fiscal year 2008 earnings release and conference call, which was originally scheduled for Monday, March 9, 2009. The Company postponed its earnings release and conference call in order to complete remaining items in connection with the Company's completion of its year-end financial reporting process.

The Company will announce a new date and time for its fourth quarter and fiscal year 2008 earnings release and conference call, which is expected by the end of March 2009.

About Physicians Formula Holdings, Inc.

Physicians Formula is one of the fastest growing cosmetics companies operating in the mass market prestige, or "masstige", market. Under its Physicians Formula brand name, created in 1937, the Company develops, markets and distributes innovative, premium-priced products for the mass market channel. Physicians Formula differentiates itself by addressing skin imperfections through a problem-solving approach, rather than focusing on changing fashion trends. Currently, Physicians Formula products are sold in approximately 29,500 stores throughout the U.S. including stores operated by Wal-Mart, Target, CVS, Walgreens and Kroger.

(FACE/F)

SOURCE: Physicians Formula Holdings, Inc.

ICR, Inc.
John Mills / Anne Rakunas
310-954-1100

Copyright Business Wire 2009