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## **Physicians Formula Holdings, Inc. Announces Fourth Quarter and Year Ended December 31, 2008 Conference Call to Be Held on Tuesday, March 31, 2009**

### ***The Conference Call Is Scheduled to Begin at 10:00 am Pacific Time***

AZUSA, Calif., Mar 27, 2009 (BUSINESS WIRE) -- **Physicians Formula Holdings, Inc.** (the "Company" or "Physicians Formula") (NASDAQ:FACE) today announced that the Company will host a conference call to discuss results for its fourth quarter and year ended December 31, 2008, on Tuesday, March 31, 2009. The Company will issue an earnings announcement prior to the conference call.

The conference call is scheduled to begin at 10:00 am Pacific Time on Tuesday, March 31, 2009. Participants may access the call by dialing 800-762-8795 (domestic) or 480-629-9039 (international). In addition, the call will be webcast via the Company's Web site at [www.physiciansformula.com](http://www.physiciansformula.com), Investor Relations, where it will also be archived for two weeks. A telephone replay will be available through Tuesday, April 14, 2009. To access the replay, please dial 800-406-7325 (domestic) or 303-590-3030 (international), passcode 4035659.

### **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.

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