



YOUR EYES WON'T BELIEVE YOUR FACE.®

Physicians Formula Holdings, Inc. Announces First Quarter 2009 Conference Call to be held on Monday, May 11, 2009

AZUSA, Calif., Apr 27, 2009 (BUSINESS WIRE) -- Physicians Formula Holdings, Inc. (NASDAQ:FACE) today announced the Company will host a conference call to discuss results for its first quarter ended March 31, 2009, on Monday, May 11, 2009. The Company will issue an earnings announcement prior to the conference call.

The conference call is scheduled to begin at 10:00 a.m. Pacific Time on Monday, May 11, 2009. Participants may access the call by dialing (877)-941-2333 (domestic) or (480)-629-9723 (international). In addition, the call will be webcast via the Company's Web site at www.physiciansformula.com, Investor Relations, where it will also be archived for two weeks. A telephone replay will be available through Monday, May 25, 2009. To access the replay, please dial (800)-406-7325 (domestic) or (303)-590-3030 (international), passcode 4063358.

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 including stores operated by Wal-Mart, Target, CVS, Walgreens and RiteAid.

(FACE/F)

SOURCE: Physicians Formula Holdings, Inc.

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

Copyright Business Wire 2009