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Physicians Formula Holdings, Inc. Announces Third Quarter 2009 Conference Call to be held on Thursday, November 5, 2009

AZUSA, Calif., Oct 22, 2009 (GlobeNewswire via COMTEX News Network) -- Physicians Formula Holdings, Inc. (Nasdaq:FACE) today announced the Company will host a conference call to discuss results for its third quarter ended September 30, 2009, on Thursday, November 5, 2009. The Company will issue an earnings announcement prior to the conference call.

The conference call is scheduled to begin at 2:00 p.m. Pacific Time on Thursday, November 5, 2009. Participants may access the call by dialing (877) 941-1427 (domestic) or (480) 629-9664 (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 Thursday, November 19, 2009. To access the replay, please dial (800) 406-7325 (domestic) or (303) 590-3030 (international), passcode 4171956.

About Physicians Formula Holdings, Inc.

Physicians Formula is an innovative cosmetics company 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 and RiteAid. After the discontinuation by a major customer takes full effect in 2010, the Company's products will be sold in approximately 23,700 stores.

(FACE/F)

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SOURCE: Physicians Formula Holdings, Inc.

CONTACT: ICR,
Inc.
John Mills
Anne Rakunas
(310) 954-1100

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