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Physicians Formula Holdings, Inc. Announces Fourth Quarter and Fiscal Year 2008 Conference Call to be held on Monday, March 9, 2009

AZUSA, Calif., Feb 23, 2009 (BUSINESS WIRE) -- **Physicians Formula Holdings, Inc.** (NASDAQ:FACE) today announced that the Company will host a conference call to discuss results for its fourth quarter and fiscal year 2008, on Monday, March 9, 2009. The Company will issue an earnings announcement prior to the conference call.

The conference call is scheduled to begin at 2:00 pm Pacific Time on Monday, March 9, 2009. Participants may access the call by dialing 800-762-8779 (domestic) or 480-248-5081 (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, March 23, 2009. To access the replay, please dial 800-406-7325 (domestic) or 303-590-3030 (international), passcode 3987098.

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

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