

Alberto-Culver CO
Form 4
February 01, 2007

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
BERNICK CAROL L

(Last) (First) (Middle)

C/O ALBERTO-CULVER
COMPANY, 2525 ARMITAGE
AVENUE

(Street)

MELROSE PARK, IL 60160

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
Alberto-Culver CO [ACV]

3. Date of Earliest Transaction
(Month/Day/Year)
01/30/2007

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)
Chairman

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock	01/30/2007		S		3,800	D	\$ 22.97
							618,380
						I	FN1 (1)
Common Stock	01/30/2007		S		1,000	D	\$ 22.98
							617,380
						I	FN1 (1)
Common Stock	01/30/2007		S		1,300	D	\$ 22.99
							616,080
						I	FN1 (1)
Common Stock	01/30/2007		S		12,500	D	\$ 23
							603,580
						I	FN1 (1)
Common Stock	01/30/2007		S		2,200	D	\$ 23.01
							601,380
						I	FN1 (1)

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Common Stock	01/30/2007	S	2,000	D	\$ 23.02	599,380	I	FN1 <u>(1)</u>
Common Stock	01/30/2007	S	1,400	D	\$ 23.03	597,980	I	FN1 <u>(1)</u>
Common Stock	01/30/2007	S	100	D	\$ 23.04	597,880	I	FN1 <u>(1)</u>
Common Stock	01/30/2007	S	1,800	D	\$ 23.09	596,080	I	FN1 <u>(1)</u>
Common Stock	01/30/2007	S	1,200	D	\$ 23.1	594,880	I	FN1 <u>(1)</u>
Common Stock	01/30/2007	S	700	D	\$ 23.11	594,180	I	FN1 <u>(1)</u>
Common Stock	01/30/2007	S	1,100	D	\$ 23.12	593,080	I	FN1 <u>(1)</u>
Common Stock	01/30/2007	S	600	D	\$ 23.13	592,480	I	FN1 <u>(1)</u>
Common Stock	01/30/2007	S	300	D	\$ 23.15	592,180	I	FN1 <u>(1)</u>
Common Stock	01/31/2007	M	181,028	A	\$ 13.9192	773,208	I	FN1 <u>(1)</u>
Common Stock	01/31/2007	M	209,576	A	\$ 8.8533	982,784	I	FN1 <u>(1)</u>
Common Stock	01/31/2007	S	192,837	D	\$ 22.9	789,947	I	FN1 <u>(1)</u>
Common Stock	01/31/2007	S	50,800	D	\$ 22.91	739,147	I	FN1 <u>(1)</u>
Common Stock	01/31/2007	S	36,867	D	\$ 22.92	702,280	I	FN1 <u>(1)</u>
Common Stock	01/31/2007	S	42,100	D	\$ 22.93	660,180	I	FN1 <u>(1)</u>
Common Stock	01/31/2007	S	24,300	D	\$ 22.94	635,880	I	FN1 <u>(1)</u>
Common Stock	01/31/2007	S	27,400	D	\$ 22.95	608,480	I	FN1 <u>(1)</u>
Common Stock	01/31/2007	S	16,200	D	\$ 22.96	592,280	I	FN1 <u>(1)</u>
Common Stock	01/31/2007	S	100	D	\$ 22.97	592,180	I	FN1 <u>(1)</u>
Common Stock	02/01/2007	M	203,530	A	\$ 8.8533	795,710	I	FN1 <u>(1)</u>
	02/01/2007	M	206,553	A	\$ 6.761	1,002,263	I	FN1 <u>(1)</u>

Common
Stock

Common Stock 02/01/2007 S 137,252 D \$ 22.85 865,011 I FN1 ⁽¹⁾

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Following Reporting Transaction (Instr. 5)
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BERNICK CAROL L C/O ALBERTO-CULVER COMPANY 2525 ARMITAGE AVENUE MELROSE PARK, IL 60160	X	X	Chairman	

Signatures

/s/James M. Spira as attorney-in-fact for Carol L. Bernick

02/01/2007

**Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Held directly by the undersigned's spouse.***

Remarks:

***The filing of this report shall not be deemed an admission by the undersigned that she is the beneficial owner of these securities.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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