

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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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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 Beneficial Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock	02/01/2007		S	13,000	D \$ 22.86	852,011	I FN1 (1)
Common Stock	02/01/2007		S	5,537	D \$ 22.87	846,474	I FN1 (1)
Common Stock	02/01/2007		S	1,700	D \$ 22.88	844,774	I FN1 (1)
Common Stock	02/01/2007		S	3,500	D \$ 22.89	841,274	I FN1 (1)
Common Stock	02/01/2007		S	135,794	D \$ 22.9	705,480	I FN1 (1)

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Common Stock	02/01/2007	S	24,900	D	\$ 22.91	680,580	I	FN1 (1)
Common Stock	02/01/2007	S	12,300	D	\$ 22.92	668,280	I	FN1 (1)
Common Stock	02/01/2007	S	2,100	D	\$ 22.93	666,180	I	FN1 (1)
Common Stock	02/01/2007	S	8,700	D	\$ 22.94	657,480	I	FN1 (1)
Common Stock	02/01/2007	S	27,800	D	\$ 22.95	629,680	I	FN1 (1)
Common Stock	02/01/2007	S	18,600	D	\$ 22.96	611,080	I	FN1 (1)
Common Stock	02/01/2007	S	13,600	D	\$ 22.97	597,480	I	FN1 (1)
Common Stock	02/01/2007	S	5,300	D	\$ 22.98	592,180	I	FN1 (1)

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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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 Beneficially Owned Following Transaction (Instr. 6)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

BERNICK CAROL L
C/O ALBERTO-CULVER COMPANY X X Chairman
2525 ARMITAGE AVENUE
MELROSE PARK, IL 60160

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.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.