

Hynes Richard J
 Form 4
 November 12, 2010

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 *
 Hynes Richard J

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
 930 CURTISS STREET #201
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
 11/12/2010

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

President, International

DOWNERS GROVE, IL 60515

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

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

(City) (State) (Zip)

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 Ownership (Instr. 4)	
			Code	V	Amount or Price			
Common Stock					419	I	FN ⁽¹⁾	
Common Stock	11/12/2010		M		\$ 17,356	A	\$ 20.305 65,053	D
Common Stock	11/12/2010		M		\$ 30,600	A	\$ 24.995 95,653	D
Common Stock	11/12/2010		M		\$ 19,800	A	\$ 27.255 115,453	D
Common Stock	11/12/2010		S		\$ 67,756	D	\$ 37.2 47,697	D

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

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(9-02)

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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 20.305	11/12/2010		M	17,356	⁽²⁾ 09/30/2016	Common Stock 17,356
Employee Stock Option (Right to Buy)	\$ 24.995	11/12/2010		M	30,600	⁽³⁾ 09/30/2017	Common Stock 30,600
Employee Stock Option (Right to Buy)	\$ 27.255	11/12/2010		M	19,800	⁽⁴⁾ 09/30/2018	Common Stock 19,800

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Hynes Richard J 930 CURTISS STREET #201 DOWNERS GROVE, IL 60515			President, International	

Signatures

/s/James M. Spira as attorney-in-fact for Richard J. Hynes
11/12/2010

__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 in the 401(k) and Profit Sharing Plan. Represents Equivalent Shares calculated by taking the account balance divided by the closing stock price as of November 3, 2010 of \$37.30.
- (2) This option is fully vested.
- (3) This option vests in four equal annual increments beginning on September 30, 2008.
- (4) This option vests in four equal annual increments beginning on September 30, 2009.

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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