

Marino Vincent James
 Form 4
 November 24, 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 *
 Marino Vincent James

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)
 42 STEEPLE RIDGE COURT

3. Date of Earliest Transaction (Month/Day/Year)
 11/22/2010

Director 10% Owner
 Officer (give title below) Other (specify below)
 President & CEO

(Street)
 OAKBROOK, IL 60523

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock	11/22/2010		M		153,848	A	\$ 20.305
Common Stock	11/22/2010		M		152,145	A	\$ 25.625
Common Stock	11/22/2010		S		235,336	D	\$ 37.201
Common Stock	11/23/2010		M		12,855	A	\$ 25.625
Common Stock	11/23/2010		M		126,350	A	\$ 27.255
							430,868
							583,013
							347,677
							360,532
							486,882
							D
							D
							D (4)

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Common Stock 11/23/2010 S 116,500 D \$ 37.205 370,382 D ⁽⁵⁾

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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount Number Shares
Employee Stock Option (Right to Buy)	\$ 20.305	11/22/2010		M	153,848	⁽¹⁾ 09/30/2016	Common Stock 153,84
Employee Stock Option (Right to Buy)	\$ 25.625	11/22/2010		M	152,145	⁽²⁾ 09/30/2017	Common Stock 152,14
Employee Stock Option (Right to Buy)	\$ 25.625	11/23/2010		M	12,855	⁽²⁾ 09/30/2017	Common Stock 12,855
Employee Stock Option (Right to Buy)	\$ 27.255	11/23/2010		M	126,350	⁽³⁾ 09/30/2018	Common Stock 126,35

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other

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Marino Vincent James
42 STEEPLE RIDGE COURT X President & CEO
OAKBROOK, IL 60523

Signatures

/s/James M. Spira as attorney-in-fact for V. James 11/24/2010
Marino

__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) This option is fully vested.
- (2) This option vests in four equal annual increments beginning on September 30, 2008.
- (3) This option vests in four equal annual increments beginning on September 30, 2009.
- (4) The Common Stock was sold at a low price of \$37.20, a high price of \$37.22 and an average price of \$37.201.
- (5) The Common Stock was sold at a low price of \$37.20, a high price of \$37.215 and an average price of \$37.205.

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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