

Keller Kenneth C Jr
 Form 4
 November 29, 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 *
 Keller Kenneth C Jr

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)

C/O ALBERTO-CULVER
 COMPANY, 2525 ARMITAGE
 AVENUE

3. Date of Earliest Transaction
 (Month/Day/Year)
 11/24/2010

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

(Street)

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

MELROSE PARK, IL 60160

(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)	
				(A) or (D)	Price			
				Code	V	Amount		
Common Stock	11/24/2010		M	10,980	A	\$ 27.255	37,646	D
Common Stock	11/24/2010		S	10,980	D	\$ 37.22	26,666	D
Common Stock	11/29/2010		M	23,445	A	\$ 27.255	50,111	D
Common Stock	11/29/2010		S	23,445	D	\$ 37.22	26,666	D

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

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