

Alberto-Culver CO
Form 4
December 10, 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 *
HARRIS KING W

(Last) (First) (Middle)

200 SOUTH WACKER DRIVE

(Street)

CHICAGO, IL 60606

(City) (State) (Zip)

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

3. Date of Earliest Transaction
(Month/Day/Year)
12/09/2010

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)

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)
			Code	V	Amount	(A) or (D)	Price
Common Stock	12/09/2010		M		27,663	A	\$ 11.5103
Common Stock	12/09/2010		M		9,221	A	\$ 13.9192
Common Stock	12/09/2010		M		9,221	A	\$ 16.873
Common Stock	12/09/2010		M		9,221	A	\$ 21.8486
Common Stock	12/09/2010		M		9,221	A	\$ 18.0422
Common Stock	12/09/2010		M		4,875	A	\$ 23.1

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Common
Stock

Common Stock 12/09/2010 S 69,422 D \$ 37.28 15,600 D ⁽³⁾

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)	8. Amount or Number of Shares
Director Stock Option (Right to Buy)	\$ 11.5103	12/09/2010		M	27,663	<u>(1)</u> 07/24/2012	Common Stock	27,663
Director Stock Option (Right to Buy)	\$ 13.9192	12/09/2010		M	9,221	<u>(1)</u> 01/22/2013	Common Stock	9,221
Director Stock Option (Right to Buy)	\$ 16.873	12/09/2010		M	9,221	<u>(1)</u> 01/21/2014	Common Stock	9,221
Director Stock Option (Right to Buy)	\$ 21.8486	12/09/2010		M	9,221	<u>(1)</u> 01/26/2015	Common Stock	9,221
Director Stock Option	\$ 18.0422	12/09/2010		M	9,221	<u>(1)</u> 01/25/2016	Common Stock	9,221

(Right to Buy)

Director Stock

Option	\$ 23.1	12/09/2010	M	4,875	(2)	01/24/2017	Common Stock	4,875
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(Right to Buy)

Reporting Owners

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

HARRIS KING W 200 SOUTH WACKER DRIVE CHICAGO, IL 60606	X
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Signatures

/s/James M. Spira as attorney-in-fact for King Harris	12/10/2010
**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) This option is fully vested.
- (2) This option became exercisable in four equal annual increments beginning on 1/24/2008.
- (3) The Common Stock was sold at a low price of \$37.28, a high price of \$37.2875 and an average price of \$37.28.

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.