

Oleksiuk Mary
Form 4
February 15, 2011

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2015
Estimated average burden hours per response... 0.5

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 *
Oleksiuk Mary

(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)
02/14/2011

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)
Sr. VP, Global HR

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 | 02/14/2011 | | M | | | 18,750 | A | \$ 25.39 | 36,050 | D | |
| Common Stock | 02/14/2011 | | M | | | 11,650 | A | \$ 27.255 | 47,700 | D | |
| Common Stock | 02/14/2011 | | M | | | 4,350 | A | \$ 28.75 | 52,050 | D | |
| Common Stock | 02/14/2011 | | S | | | 34,750 | D | \$ 37.1024 | 17,300 | D ⁽¹⁾ | |
| Common Stock | | | | | | | | | 411 | I | FN ⁽²⁾ |

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

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SEC 1474
(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) | \$ 25.39 | 02/14/2011 | | M | 18,750 | <u>(3)</u> 11/30/2017 | Common Stock 18,750 |
| Employee Stock Option (Right to Buy) | \$ 27.255 | 02/14/2011 | | M | 11,650 | <u>(4)</u> 09/30/2018 | Common Stock 11,650 |
| Employee Stock Option (Right to Buy) | \$ 28.75 | 02/14/2011 | | M | 4,350 | <u>(5)</u> 11/30/2019 | Common Stock 4,350 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|-------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Oleksiuk Mary C/O ALBERTO-CULVER COMPANY 2525 ARMITAGE AVENUE MELROSE PARK, IL 60160 | | | Sr. VP, Global HR | |

Signatures

By: /s/James M. Spira as attorney-in-fact for Mary
Oleksiuk

02/15/2011

__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) The Common Stock was sold at a low price of \$37.08, a high price of \$37.16 and an average price of \$37.10241.
- (2) 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 February 14, 2011 of \$37.11.
- (3) This option became exercisable in four equal annual increments beginning on 11/30/2008.
- (4) This option became exercisable in four equal annual increments beginning on 9/30/2009.
- (5) This option became exercisable in four equal annual increments beginning on 11/30/2010.

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.