

Alberto-Culver CO
Form 4
August 15, 2008

FORM 4

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

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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
BERSCHIED JOHN R JR

(Last) (First) (Middle)

31440 SOMERSET CIRCLE

(Street)

GREEN OAKS, IL 60048

(City) (State) (Zip)

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

3. Date of Earliest Transaction
(Month/Day/Year)
08/13/2008

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)

Senior VP, Global R&D

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)
Common Stock	08/13/2008		M	V Amount (A) or (D) 47,950 A	\$ 13.9192 56,781	D	
Common Stock	08/13/2008		M	V Amount (A) or (D) 42,417 A	\$ 16.0813 99,198	D	
Common Stock	08/13/2008		S	V Amount (A) or (D) 90,367 D	\$ 27.073 (1) 8,831	D	
Common Stock					5,413	I	See footnote (2)

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)	\$ 13.9192	08/13/2008		M		47,950		<u>(3)</u>	09/30/2012	Common Stock	47,950
Employee Stock Option (Right to Buy)	\$ 16.0813	08/13/2008		M		42,417		<u>(3)</u>	09/30/2013	Common Stock	42,417

Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
BERSCHIED JOHN R JR 31440 SOMERSET CIRCLE GREEN OAKS, IL 60048	Senior VP, Global R&D

Signatures

/s/ James M. Spira as attorney-in-fact for John R.
Berschied, Jr.

08/15/2008

__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 range of sale prices were a high of \$27.23 and a low of \$27.00. Upon request the undersigned shall provide the SEC, Alberto-Culver Company or any security holder the number of shares sold at each price.

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- (2) Held in the 401(k) and Profit Sharing Plan. Represents Equivalent shares calculated by taking the account balanced divided by the closing stock price as August 13, 2008 of \$27.12.
- (3) These options were fully vested.

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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