Alberto-Culver CO Form 4 November 22, 2010

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB APPROVAL OMB

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Check this box

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

See Instruction 1(b).

obligations

may continue.

(Print or Type Responses)

1. Name and Address of Reporting Person * NICOLETTI RALPH J			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)	3. Date of Earliest Transaction	(Check all applicable)			
			(Month/Day/Year)	Director 10% Owner			
597 REGENCY DRIVE			11/19/2010	_X_ Officer (give title Other (special below)			
				Executive VP & Chief Fin. Off.			
(Street)			4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check			
			Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person			
LAKE ZURICH, IL 60047				Form filed by More than One Reporting Person			

(City)	(State)	(Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Own							
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 tiorDisposed of (D) (Instr. 3, 4 and 5)) (A) or			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	Ownership Indirect Form: Beneficial	Beneficial Ownership
Common Stock	11/19/2010		M	8,762	A	\$ 21.825	52,291	D	
Common Stock	11/19/2010		S	8,762	D	\$ 37.23	43,529	D	
Common Stock	11/22/2010		M	42,763	A	\$ 21.825	86,292	D	
Common Stock	11/22/2010		M	45,000	A	\$ 24.995	131,292	D	
Common Stock	11/22/2010		M	29,700	A	\$ 27.255	160,992	D	

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Common Stock 11/22/2010 S 117,463 D \$ 37.2079 43,529 D (4)

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. Transactio Code (Instr. 8)	5. Number of or 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)	\$ 21.825	11/19/2010		M		8,762	<u>(1)</u>	02/28/2017	Common Stock	8,762
Employee Stock Option (Right to Buy	\$ 21.825	11/22/2010		M		42,763	<u>(1)</u>	02/28/2017	Common Stock	42,763
Employee Stock Option (Right to Buy)	\$ 24.995	11/22/2010		M		45,000	(2)	09/30/2017	Common Stock	45,000
Employee Stock Option (Right to Buy)	\$ 27.255	11/22/2010		M		29,700	(3)	09/30/2018	Common Stock	29,700

Reporting Owners

Reporting Owner Name / Address Relationships

Reporting Owners 2

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Director 10% Owner Officer Other

NICOLETTI RALPH J 597 REGENCY DRIVE LAKE ZURICH, IL 60047

Executive VP & Chief Fin. Off.

Signatures

/s/James M. Spira as attorney-in-fact for Ralph J. Nicoletti

11/22/2010

**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 became exercisable in four equal increments beginning on 2/28/2008.
- (2) This option became exercisable in four equal increments beginning on 9/30/2008.
- (3) This option became exercisable in four equal increments beginning on 9/30/2009.
- (4) The Common Stock was sold at a low price of \$37.20, a high price of \$37.23 and an average price of \$37.2079.

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.

Signatures 3