

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 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 <sup>(1)</sup> |                   |
| Common Stock                    |                                      |  |                                |   |   |        |   |  | 411                               | I                | FN <sup>(2)</sup> |

Edgar Filing: Oleksiuk Mary - Form 4

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                   |       |
|---|---------------|-----------|-------------------|-------|
|   | Director      | 10% Owner | Officer           | Other |
| Oleksiuk Mary<br>C/O ALBERTO-CULVER COMPANY<br>2525 ARMITAGE AVENUE<br>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.