

Alberto-Culver CO
 Form 4
 February 02, 2007

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 *
 Hynes Richard J

(Last) (First) (Middle)
 31395 REIGATE LANE
 (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)
 02/02/2007

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. V-P Commercial Managemnt

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	02/02/2007		M		14,569	A	\$ 16.0813
Common Stock	02/02/2007		M		39,651	A	\$ 17.8246
Common Stock	02/02/2007		M		50,997	A	\$ 18.0564
Common Stock	02/02/2007		S		78,400	D	\$ 23
Common Stock	02/02/2007		S		12,117	D	\$ 23.01
Common Stock	02/02/2007		S		40,144	D	
Common Stock	02/02/2007		S		79,795	D	
Common Stock	02/02/2007		S		130,792	D	
Common Stock	02/02/2007		S		52,392	D	
Common Stock	02/02/2007		S		40,275	D	

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Common Stock	02/02/2007	S	3,700	D	\$ 23.02	36,575	D	
Common Stock	02/02/2007	S	2,400	D	\$ 23.03	34,175	D	
Common Stock	02/02/2007	S	7,600	D	\$ 23.04	26,575	D	
Common Stock	02/02/2007	S	1,000	D	\$ 23.05	25,575	D	
Common Stock						306	I	401(k) Plan

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

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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		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
					Acquired (A)	or Disposed of (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 16.0813	02/02/2007		M		14,569	(1)	09/30/2013	Common Stock	14,569
Employee Stock Option (Right to Buy)	\$ 17.8246	02/02/2007		M		39,651	(1)	09/30/2014	Common Stock	39,651
Employee Stock Option (Right to Buy)	\$ 18.0564	02/02/2007		M		50,997	(1)	09/30/2015	Common Stock	50,997

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Hynes Richard J 31395 REIGATE LANE GREEN OAKS, IL 60048			Sr. V-P Commercial Managemnt	

Signatures

/s/James M. Spira as attorney-in-fact for Richard J. Hynes	02/02/2007
<u> </u> **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 option is 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. 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.