

Alberto-Culver CO  
Form 4  
August 15, 2008

**FORM 4**

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

OMB APPROVAL

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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 \*  
**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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |   |
|                                 |                                      |  |                                | Code  | V   | Amount   |   |
| Common Stock                    | 08/13/2008                           |  | M                              |   | 47,950  | A  | \$ 13.9192 56,781 D                                   |
| Common Stock                    | 08/13/2008                           |  | M                              |   | 42,417  | A  | \$ 16.0813 99,198 D                                   |
| Common Stock                    | 08/13/2008                           |  | S                              |   | 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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(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) | 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               |
| BERSCHIED JOHN R JR<br>31440 SOMERSET CIRCLE<br>GREEN OAKS, IL 60048 | Senior VP, Global R&D |
|  | Other                 |

## 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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