

BERSCHIED JOHN R JR

Form 4

February 02, 2006

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)

01/31/2006

4. If Amendment, Date Original
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
__X__ Officer (give title ____ Other (specify
below) below)

Group V-P, Global R & D

6. Individual or Joint/Group Filing(Check
Applicable Line)
__X__ 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 Indirect Beneficial Ownership (Instr. 4)
Common Stock					2,918	I	By 401(K) Plan
Common Stock					1,381.68	I	By Profit Sharing Plan
Common Stock	01/31/2006		M	25,500 A	\$ 16.625 32,331	D	
Common Stock	01/31/2006		M	25,500 A	\$ 21.77 57,831	D	
	01/31/2006		S	7,500 D	\$ 43.92 50,331	D	

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Common Stock							
Common Stock	01/31/2006	S	1,200	D	\$ 43.93	49,131	D
Common Stock	01/31/2006	S	1,800	D	\$ 43.94	47,331	D
Common Stock	01/31/2006	S	8,300	D	\$ 43.95	39,031	D
Common Stock	01/31/2006	S	2,800	D	\$ 43.96	36,231	D
Common Stock	01/31/2006	S	9,500	D	\$ 43.97	26,731	D
Common Stock	01/31/2006	S	13,400	D	\$ 43.98	13,331	D
Common Stock	01/31/2006	S	3,100	D	\$ 43.99	10,231	D
Common Stock	01/31/2006	S	1,400	D	\$ 44	8,831	D

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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 16.625	01/31/2006		M	25,500	<u>(1)</u> 09/30/2010	Common Stock 25,500
Employee Stock	\$ 21.77	01/31/2006		M	25,500	<u>(2)</u> 09/30/2011	Common Stock 25,500

Option
(Right to
buy)

Reporting Owners

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

Signatures

/James M. Spira/Attorney-in-fact for John R. Berschied, Jr.	02/02/2006
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__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 options vest in four equal annual installments beginning on September 30, 2001.
- (2) The options vest in four equal annual installments beginning on September 30, 2002.

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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