Alberto-Culver CO
Form 4
February 05, 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 *
Marino Vincent James

(Last) (First) (Middle)

42 STEEPLE RIDGE COURT

(Street)

OAKBROOK, IL 60523

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading Symbol
Alberto-Culver CO [ACV]

3. Date of Earliest Transaction (Month/Day/Year)
02/01/2007

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

__X__ Director _____ 10% Owner
__X__ Officer (give title below) _____ Other (specify below)
President & CEO

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	02/01/2007		M		690	A	$ 13.9192	108,879	D	
Common Stock	02/02/2007		M		38,533	A	$ 13.9192	147,412	D	
Common Stock	02/02/2007		M		81,146	A	$ 16.0813	228,558	D	
Common Stock	02/01/2007		S		500	D	$ 23	228,058	D	
Common Stock	02/02/2007		S		61,600	D	$ 23	166,458	D	

Common Stock	02/02/2007		S		11,600	D	$ 23.01	154,858	D
Common Stock	02/02/2007		S		6,900	D	$ 23.02	147,958	D
Common Stock	02/02/2007		S		9,700	D	$ 23.03	138,258	D
Common Stock	02/02/2007		S		4,700	D	$ 23.04	133,558	D
Common Stock	02/02/2007		S		600	D	$ 23.05	132,958	D
Common Stock	02/02/2007		S		560	D	$ 23.06	132,398	D
Common Stock	02/02/2007		S		200	D	$ 23.07	132,198	D
Common Stock	02/05/2007		S		3,702	D	$ 23	128,496	D

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 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)	$ 13.9192	02/01/2007		M			690	(1)	09/30/2012	Common Stock	690
Employee Stock Option (Right to	$ 13.9192	02/02/2007		M			38,533	(1)	09/30/2012	Common Stock	38,533

Buy)									
Employee Stock Option (Right to Buy)	$ 16.0813	02/02/2007		M	81,146	(1)	09/30/2013	Common Stock	81,146

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Marino Vincent James 42 STEEPLE RIDGE COURT OAKBROOK, IL 60523	X		President & CEO	

Signatures

/s/James M. Spira as attorney-in-fact for V. James Marino	02/05/2007
**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.
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