

BERNICK HOWARD B  
Form 4  
February 02, 2005

**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 \*  
BERNICK HOWARD B

(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)  
02/01/2005

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)  
President & Chief Exec Officer

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		
Common Stock					723,843	I	FN5 <sup>(5)</sup>
Common Stock					224,808	I	FN12 <sup>(12)</sup>
Common Stock					79,705	I	FN15 <sup>(15)</sup>
Common Stock					17,734	I	FN8 <sup>(8)</sup>
Common Stock					12,817	I	FN9 <sup>(9)</sup>

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Common Stock						5,955,857	I	FN4 <sup>(4)</sup>	
Common Stock						79,705	I	FN16 <sup>(16)</sup>	
Common Stock						1,357,331	I	FN3 <sup>(3)</sup>	
Common Stock	02/01/2005		S	659,361	D	\$ 52.25	500,000	I	FN13 <sup>(13)</sup>
Common Stock	02/01/2005		S	340,639	D	\$ 52.25	500,000	I	FN7 <sup>(7)</sup>
Common Stock						609,859	I	FN2 <sup>(2)</sup>	
Common Stock						150,300	I	FN6 <sup>(6)</sup>	
Common Stock						27,750	I	FN10 <sup>(10)</sup>	
Common Stock						52	I	FN14 <sup>(14)</sup>	
Common Stock						80,010	I	FN1 <sup>(1)</sup>	
Common Stock						80,010	I	FN11 <sup>(11)</sup>	
Common Stock						80,010	I	FN17 <sup>(17)</sup>	
Common Stock	02/01/2005		S	300,000	D	\$ 52.25	592,180	D	
Common Stock						415,295	I	FN18 <sup>(18)</sup>	
Common Stock						415,295	I	FN19 <sup>(19)</sup>	

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	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene
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Derivative Security	Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	(Instr. 3 and 4)

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BERNICK HOWARD B C/O ALBERTO-CULVER COMPANY 2525 ARMITAGE AVENUE MELROSE PARK, IL 60160	X		President & Chief Exec Officer	

## Signatures

/James M. Spira/Attorney-in-fact for Howard B. Bernick  
Date: 02/02/2005

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) Held by the undersigned's spouse as co-trustee of a trust dated 11/14/89 for the benefit of a relative.\*\*\*
- (2) Held by the undersigned's spouse as co-trustee of a trust dated 9/18/01 for her benefit.\*\*\*
- (3) Held by the undersigned's spouse as trustee of a trust dated 10/31/98 for the benefit of her sister.\*\*\*
- (4) Held by the undersigned's spouse as trustee of a trust dated 4/17/02 for her benefit.\*\*\*
- (5) Held by the undersigned's spouse as trustee of a trust dated 9/15/93 for her benefit.\*\*\*
- (6) Held by the undersigned's spouse as co-trustee of a trust dated 10/20/72 for her benefit.\*\*\*
- (7) Held by the undersigned's spouse as co-trustee of a trust dated 12/18/87 for the benefit of her father.\*\*\*
- (8) Held by the undersigned as a participant in the Alberto-Culver Company Employees' Profit Sharing Plan.
- (9) Held by the undersigned's spouse as a participant in the Alberto-Culver Company Employees' Profit Sharing Plan.\*\*\*
- (10) Held by the undersigned as one of three co-trustees of a trust dated 7/7/97 for the benefit of their children.\*\*\*
- (11) Held by the undersigned's spouse as co-trustee of a trust dated 11/14/89 for the benefit of a relative.\*\*\*
- (12) Held by the undersigned's spouse as trustee of a trust dated 4/23/93 for her benefit.\*\*\*
- (13) Held by the undersigned's spouse as co-trustee of a trust dated 12/18/87 for the benefit of her mother.\*\*\*
- (14) Held by the undersigned as trustee of a trust dated 4/23/93 for his benefit.
- (15) Held by the undersigned's spouse as trustee of a trust dated January 9, 2004 for her benefit, which trust is a Grantor Annuity Trust.\*\*\*

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- (16) Held by the undersigned's spouse as trustee of a trust dated January 9, 2004 for her benefit, which trust is a Grantor Annuity Trust. \*\*\*
- (17) Held by the undersigned's spouse as co-trustee of a trust dated 11/14/89 for the benefit of a relative.\*\*\*
- (18) Held by the undersigned's spouse as trustee of a trust dated 1/10/05 for her benefit, which trust is a Grantor Annuity Trust.\*\*\*
- (19) Held by the undersigned's spouse as trustee of a trust dated 1/10/05 for her benefit, which trust is a Grantor Annuity Trust.\*\*\*

### Remarks:

\*\*\*The filing of this report shall not be deemed an admission by the undersigned that he is the beneficial owner of these securities.

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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