

BERNICK HOWARD B  
Form 4  
January 18, 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)  
**01/17/2005**

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)
			Code	V Amount (A) or (D) Price			
Common Stock					723,843	I	FN5 <sup>(5)</sup>
Common Stock					224,808	I	FN12 <sup>(12)</sup>
Common Stock	01/07/2005		J	V 206,565 D <sup>(15)</sup>	288,435	I	FN15 <sup>(15)</sup>
Common Stock	01/10/2005		J	V 208,730 D <sup>(15)</sup>	79,705	I	FN15 <sup>(15)</sup>
Common Stock					17,734	I	FN8 <sup>(8)</sup>

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Common Stock						12,817	I	FN9 <u>(9)</u>
Common Stock	01/17/2005	J	1,376,530	A	<u>(20)</u>	5,955,857	I	FN4 <u>(4)</u>
Common Stock	01/07/2005	J	V 206,565	D	<u>(16)</u>	288,435	I	FN16 <u>(16)</u>
Common Stock	01/10/2005	J	V 208,730	D	<u>(16)</u>	79,705	I	FN16 <u>(16)</u>
Common Stock						1,357,331	I	FN3 <u>(3)</u>
Common Stock	01/17/2005	J	688,265	D	<u>(18)</u>	1,159,361	I	FN13 <u>(13)</u>
Common Stock	01/17/2005	J	688,265	D	<u>(19)</u>	840,639	I	FN7 <u>(7)</u>
Common Stock						609,859	I	FN2 <u>(2)</u>
Common Stock						150,300	I	FN6 <u>(6)</u>
Common Stock						27,750	I	FN10 <u>(10)</u>
Common Stock						52	I	FN14 <u>(14)</u>
Common Stock						80,010	I	FN1 <u>(1)</u>
Common Stock						80,010	I	FN11 <u>(11)</u>
Common Stock						80,010	I	FN17 <u>(17)</u>
Common Stock						892,180	D	
Common Stock	01/10/2005	J	V 415,295	A	<u>(21)</u>	415,295	I	FN21 <u>(21)</u>
Common Stock	01/10/2005	J	V 415,295	A	<u>(22)</u>	415,295	I	FN22 <u>(22)</u>

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

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SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned  
(e.g., puts, calls, warrants, options, convertible securities)**

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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)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr
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## Reporting Owners

Reporting Owner Name / Address	Relationships				Amount or Number of Shares
	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

/Howard B. Bernick/ 01/18/2005

\*\*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.\*\*\*

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- (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.  
Exempt from reporting under Rule 16a-13 as these transactions effect only a change in form of beneficial ownership without changing the undersigned's spouse's pecuniary interest. 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.\*\*\*
- (15) Exempt from reporting under Rule 16a-13 as these transactions effect only a change in form of beneficial ownership without changing the undersigned's spouse's pecuniary interest. 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. \*\*\*
- (16) Held by the undersigned's spouse as co-trustee of a trust dated 11/14/89 for the benefit of a relative.\*\*\*
- (17) Transferred by the undersigned's spouse as co-trustee of a trust dated 12/18/87 for the benefit of her mother to a limited partnership to which the undersigned's spouse, in her capacity as trustee of a trust dated 4/17/02 for her benefit, is the general partner.
- (18) Transferred by the undersigned's spouse as co-trustee of a trust dated 12/18/87 for the benefit of her father to a limited partnership to which the undersigned's spouse, in her capacity as trustee of a trust dated 4/17/02 for her benefit, is the general partner.  
Transferred by the undersigned's spouse as co-trustee of trusts dated 12/18/87, one for the benefit of her mother and one for the benefit of her father, to a limited partnership to which the undersigned's spouse, in her capacity as trustee of a trust dated 4/17/02 for her benefit, is the general partner.
- (19) Exempt from reporting under Rule 16a-13 as these transactions effect only a change in form of beneficial ownership without changing the undersigned's spouse's pecuniary interest. 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.
- (20) Exempt from reporting under Rule 16a-13 as these transactions effect only a change in form of beneficial ownership without changing the undersigned's spouse's pecuniary interest. 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.
- (21)
- (22)

**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.

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.