New Sally Holdings, Inc. Form 4 November 20, 2006

### FORM 4

# UNITED STATES SECURITIES AND EXCHANGE COMMISSION OF

OMB APPROVAL

Check this box if no longer subject to

Washington, D.C. 20549

OMB Number: 3235-0287

subject to Section 16. Form 4 or STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Expires: 2005
Estimated average burden hours per

January 31,

Form 4 or Form 5 obligations may continue.

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

response... 0.5

See Instruction

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person \*

2. Issuer Name **and** Ticker or Trading

5. Relationship of Reporting Person(s) to Issuer

Roos Raal H

Symbol
New Sally Holdings, Inc. [SBH]

(Month/Day/Year)

(Check all applicable)

(Last)

(First) (Middle)

(Zin)

3. Date of Earliest Transaction

\_\_\_\_ Director \_\_\_\_ 10% Owner \_\_\_ X\_ Officer (give title \_\_\_\_ Other (specify

C/O SALLY BEAUTY HOLDINGS, 11/16/2006

(Street)

(State)

INC., 3001 COLORADO

BOULEVARD

(City)

VP, General Counsel and Sec.

4. If Amendment, Date Original

Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)

Applicable Lille)

\_X\_ Form filed by One Reporting Person \_\_\_ Form filed by More than One Reporting

Person

below)

**DENTON, TX 76210** 

(City)	(State)	Tabl	e I - Non-D	Perivative Sec	uritie	s Acqui	ired, Disposed of,	or Beneficiall	y Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactio Code (Instr. 8)	4. Securities (A) or Dispo (Instr. 3, 4 ar	sed of		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)
Common Stock	11/16/2006		A	375	A	<u>(1)</u>	375	D	
Common Stock	11/16/2006		A	594.3076	A	<u>(1)</u>	594.3076	I	By 401(k)

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

SEC 1474

(9-02)

#### Edgar Filing: New Sally Holdings, Inc. - Form 4

# $\label{thm:convertible} \begin{tabular}{ll} Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned \\ (e.g., puts, calls, warrants, options, convertible securities) \end{tabular}$

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. Transactic Code (Instr. 8)	5. Number on Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exer Expiration D (Month/Day,	ate	7. Title and Underlying (Instr. 3 and	Securities 1
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 39.5433	11/16/2006		A	1,725	(2)	10/01/2013	Common Stock	1,725
Employee Stock Option (right to buy)	\$ 43.83	11/16/2006		A	3,150	(2)	10/01/2014	Common Stock	3,150
Employee Stock Option (right to buy)	\$ 44.4	11/16/2006		A	4,800	<u>(2)</u>	10/01/2015	Common Stock	4,800

# **Reporting Owners**

Reporting Owner Name / Address	Keiauonsinps					
	Director	10% Owner	Officer	Other		

Roos Raal H C/O SALLY BEAUTY HOLDINGS, INC. 3001 COLORADO BOULEVARD DENTON, TX 76210

VP, General Counsel and Sec.

# **Signatures**

Raal Roos	11/20/2006		
**Signature of Reporting Person	Date		

Reporting Owners 2

## **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).
  - Acquisition of shares of common stock, including shares of restricted stock, in a merger of one of the issuer's subsidiaries into the Alberto-Culver Company ("Old Alberto-Culver") to effect the formation of a holding company (the "Holding Company Merger"). In
- the Holding Company Merger, the shares of common stock, including shares of restricted stock, of Old Alberto-Culver were converted, on a one-for-one basis, into shares of common stock, including shares of restricted stock, of the issuer pursuant to an Investment Agreement dated as of June 19, 2006, as amended, among Old Alberto-Culver and certain of its subsidiares and CDRS Acquisition LLC.
- (2) This option, to the extent unexercisable, became exercisable in full on November 16, 2006.
- (3) In the Holding Company Merger this option replaced an option to purchase a number of shares of common stock of Old Alberto-Culver equal to the number of shares subject to this option at an exercise price equal to the exercise price of this option.

#### **Remarks:**

The number of employee stock options held by Reporting Person, and their exercise price, will be adjusted pursuant to the Em 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.