

New Sally Holdings, Inc.  
Form 4  
November 17, 2006

**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 \*  
WIRTZ WILLIAM W

(Last) (First) (Middle)

680 NORTH LAKESHORE DRIVE,  
19TH FLOOR

(Street)

CHICAGO, IL 60611

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
New Sally Holdings, Inc. [SBH]

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

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)

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 Ownership (Instr. 4)
				(A) or (D)	Price		
				Code	V	Amount	
Common Stock	11/16/2006		A	40,937	A	40,937	D
Common Stock	11/16/2006		A	873,000	A	873,000	I

See footnote (2)

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

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SEC 1474 (9-02)

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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
Director Stock Option (Right to Buy)	\$ 34.227	11/16/2006		A	938	(3) 01/23/2013	Common Stock 938
Director Stock Option (Right to Buy)	\$ 41.49	11/16/2006		A	1,875	(3) 01/22/2014	Common Stock 1,875
Director Stock Option (Right to Buy)	\$ 53.725	11/16/2006		A	3,750	(3) 01/27/2015	Common Stock 3,750
Director Stock Option (Right to Buy)	\$ 44.365	11/16/2006		A	3,750	(3) 01/26/2016	Common Stock 3,750
Director Stock Option (Right to Buy)	\$ 34.227	11/16/2006		D	938	(3) 01/23/2013	Common Stock 938
Director Stock Option (Right to Buy)	\$ 41.49	11/16/2006		D	1,875	(3) 01/22/2014	Common Stock 1,875
Director Stock Option (Right to Buy)	\$ 53.725	11/16/2006		D	3,750	(3) 01/27/2015	Common Stock 3,750

Buy)  
 Director  
 Stock  
 Option \$ 44.365 11/16/2006 D 3,750 <sup>(3)</sup> 01/26/2016 Common Stock 3,750  
 (Right to  
 Buy)

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
WIRTZ WILLIAM W 680 NORTH LAKESHORE DRIVE, 19TH FLOOR CHICAGO, IL 60611	X			

## Signatures

/s/ James M. Spira as Attorney-in-Fact for William W. Wirtz 11/17/2006

\_\_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).  
 Acquisition of shares of common 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  
 (1) shares of common stock of Old Alberto-Culver were converted, on a one-for-one basis, into shares of common 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 subsidiaries and CDRS Acquisition LLC.  
 (2) Owned by the Wirtz Corporation of which William W. Wirtz is President, Director and Shareholder.\*\*\*  
 (3) This option, to the extent unexercisable, became exercisable in full on November 16, 2006.  
 (4) 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.  
 This option was assumed by Alberto-Culver Company, formerly known as New Aristotle Holdings, Inc. ("New Alberto-Culver"), in connection with the spin-off by the issuer of New Alberto-Culver (the "Spin-Off") and replaced with an option to purchase a number of shares of common stock of New Alberto Culver equal to the number of shares subject to this option multiplied by a ratio, the numerator of which is the Old Alberto-Culver stock price prior to the Spin-Off ("Pre Spin-Off Price") and the denominator of which is the 5-day average of the New Alberto-Culver stock price after the Spin-Off ("Post Spin-Off Price") at an exercise price equal to the exercise price of this option multiplied by a ratio, the numerator of which is the Post Spin-Off Price and the denominator of which is the Pre Spin-Off Price.  
 (5)

### Remarks:

\*\*\* The Filing of this report shall not be deemed an admission by me that I am the beneficial owner of these securities for pur

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