

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 *
BROCKSMITH JAMES G JR

(Last) (First) (Middle)

8930 BAY COLONY DRIVE NO.
 1003

(Street)

NAPLES, FL 34108

(City) (State) (Zip)

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

3. Date of Earliest Transaction
 (Month/Day/Year)
 11/16/2006

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 Beneficial Ownership (Instr. 4)
				(A) or (D)	Amount		
				Code	V		
					Amount		
					(D)		
					Price		

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)

1. Title of Derivative Security	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of Derivative Securities Acquired	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount Underlying Securities (Instr. 3 and 4)

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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8) Code	(A) or Disposed of (D) (Instr. 3, 4, and 5)		Date Exercisable	Expiration Date	Title	Amount or Number of Shares
				(A)	(D)				
Director Stock Option (Right to Buy)	\$ 41.49	11/16/2006	A	3,750		<u>(1)</u>	01/22/2014	Common Stock	3,750
Director Stock Option (Right to Buy)	\$ 53.725	11/16/2006	A	3,750		<u>(1)</u>	01/27/2015	Common Stock	3,750
Director Stock Option (Right to Buy)	\$ 44.365	11/16/2006	A	3,750		<u>(1)</u>	01/26/2016	Common Stock	3,750
Director Stock Option (Right to Buy)	\$ 31.7	11/16/2006	A	11,250		<u>(1)</u>	10/23/2012	Common Stock	11,250
Director Stock Option (Right to Buy)	\$ 41.49	11/16/2006	D		3,750	<u>(1)</u>	01/22/2014	Common Stock	3,750
Director Stock Option (Right to Buy)	\$ 53.725	11/16/2006	D		3,750	<u>(1)</u>	01/27/2015	Common Stock	3,750
Director Stock Option (Right to Buy)	\$ 44.365	11/16/2006	D		3,750	<u>(1)</u>	01/26/2016	Common Stock	3,750
Director Stock Option (Right to Buy)	\$ 31.7	11/16/2006	D		11,250	<u>(1)</u>	10/23/2012	Common Stock	11,250

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BROCKSMITH JAMES G JR 8930 BAY COLONY DRIVE NO. 1003 NAPLES, FL 34108		X		

Signatures

/s/ James M. Spira as Attorney-in-Fact for James G. Brocksmith Jr.

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).
- (1) This option, to the extent unexercisable, became exercisable in full on November 16, 2006.

- (2) 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") 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.

- (3) 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.

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.