Sally Beauty Holdings, Inc. Form 3 August 03, 2016 UNITED STATES SECURITIES AND EXCHANGE COMMISSION OMB APPROVAL FORM 3 Washington, D.C. 20549 OMB 3235-0104 Number: January 31, **INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF** Expires: 2005 **SECURITIES** Estimated average burden hours per Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, 0.5 response... 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 <u>*</u> Cox Erin Nealy			2. Date of Event Requiring Statement (Month/Day/Year)	3. Issuer Name <b>and</b> Ticker or Trading Symbol Sally Beauty Holdings, Inc. [SBH]				
(Last)	(First)	(Middle)	08/03/2016	4. Relationship of Reporting Person(s) to Issuer			5. If Amendment, Date Original Filed(Month/Day/Year)	
3001 COLOI DENTON,Â	(Street)			X_ Director	all applicable) r 10% ( Other v) (specify belo	Owner	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person	
(City)	(State)	(Zip)	Table I - I	Non-Derivat	ive Securiti	es Be	neficially Owned	
1.Title of Secur (Instr. 4)	ity		2. Amount of Beneficially (Instr. 4)		3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nat Owne (Instr.	1	
Reminder: Repo owned directly o			ach class of securities benefic	<sup>cially</sup> S	EC 1473 (7-02	)		
	infor <del>n</del> requir	nation conta red to respo	pond to the collection of ained in this form are no and unless the form disp MB control number.	t				
T	able II - Der	vivative Secu	rities Beneficially Owned (a	e.g., puts, calls,	warrants, opt	ions, c	onvertible securities)	
1. Title of Deriv	ative Securi	ty 2. Da	ate Exercisable and 3. Title	e and Amount of	f 4.	5.	6. Nature of Indirect	

1. Title of Derivative Security	2. Date Exer	cisable and	3. Title and	Amount of	4.	5.	6. Nature of Indirect
(Instr. 4)	Expiration D	Date	Securities Underlying		Conversion	Ownership	Beneficial Ownership
	(Month/Day/Year)		Derivative Security		or Exercise	Form of	(Instr. 5)
			(Instr. 4)		Price of	Derivative	
	Date Exercisable	Expiration Date			Derivative	Security:	
				Amount or Number of	Security	Direct (D)	
			Title			or Indirect	
						(I)	
				Shares		(Instr. 5)	

## **Reporting Owners**

Reporting Owner Name / Addro	ess	Relationships					
		10% Owner	Officer	Other			
Cox Erin Nealy 3001 COLORADO BLVD. DENTON, TX 76210	ÂX	Â	Â	Â			
Signatures							
/s/ Matthew Haltom	08/03/2016						
<u>**</u> Signature of Reporting Person	Date						

## **Explanation of Responses:**

## No securities are beneficially owned

\* If the form is filed by more than one reporting person, see Instruction 5(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).

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.