Selvidge Chad
Form 3
April 12, 2018

FORM 3

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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 *
Â Selvidge Chad
(Last) (First) (Middle)

C/O 3001 COLORADO BLVD.
(Street)

DENTON,Â TXÂ 76210
(City) (State) (Zip)

2. Date of Event Requiring Statement (Month/Day/Year)
04/04/2018

3. Issuer Name **and** Ticker or Trading Symbol
Sally Beauty Holdings, Inc. [SBH]

4. Relationship of Reporting Person(s) to Issuer
(Check all applicable)
_____ Director
_____ 10% Owner
__X__ Officer (give title below)
_____ Other (specify below)
SVP & CMO

5. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ Form filed by One Reporting Person
___ Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1.Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock (1)	5,718 (2)	D	Â

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

SEC 1473 (7-02)

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

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

				Shares		(I) (Instr. 5)	
Employee Stock Option (Right to Buy) (3)	Â (4)	10/29/2022	Common Stock	17,188	$ 23.49	D	Â
Employee Stock Option (Right to Buy) (3)	Â (4)	10/30/2023	Common Stock	16,300	$ 26.3	D	Â
Employee Stock Option (Right to Buy) (3)	Â (5)	10/29/2024	Common Stock	12,160	$ 29.2	D	Â
Employee Stock Option (Right to Buy) (3)	Â (6)	10/28/2025	Common Stock	17,007	$ 23.45	D	Â
Employee Stock Option (Right to Buy) (3)	Â (7)	11/01/2026	Common Stock	16,860	$ 25.53	D	Â
Employee Stock Option (Right to Buy) (3)	Â (8)	11/01/2027	Common Stock	15,765	$ 17.42	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Selvidge Chad C/O 3001 COLORADO BLVD. DENTON,Â TXÂ 76210	Â	Â	Â SVP & CMO	Â

Signatures

/s/ John Henrich, Attorney-in-fact	04/12/2018
**Signature of Reporting Person	Date

Explanation of Responses:

***** 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).

(1) Includes 4,718 shares of restricted stock granted pursuant to the Sally Beauty Holdings, Inc. 2010 Amended and Restated Omnibus Incentive Plan.

(2) Includes 1,876 shares of restricted stock of which restrictions shall lapse on September 30, 2018; 1,421 shares of restricted stock of which restrictions shall lapse on September 30, 2019 and 1,421 shares of restricted stock of which restrictions shall lapse on September 30, 2020.

(3) Grant of options under the Sally Beauty Holdings, Inc. Amended and Restated 2010 Omnibus Incentive Plan.

(4) The option is curently exercisable in full.

(5) The option is currently exercisable as to 9,120 shares and as to 3,040 shares on September 30, 2018.

(6) The option is currently exercisable as to 11,338 shares and as to 5,669 shares on September 30, 2018.

(7) The option is currently exercisable as to 5,620 shares, as to 5,620 shares on September 30, 2018 and as to 5,620 on September 30, 2019.

(8) The options vest in three equal annual installments beginning on September 30, 2018.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.
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