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Spinks Mark Form 4 August 02, 2											
FORM 4 UNITED STATES SECURITIES AND EXCHANCE Washington, D.C. 20549							NGE C	COMMISSION	OMB AF OMB Number: Expires:	PROVAL 3235-0287 January 31,	
if no lon, subject to Section 5 Form 4 c Form 5 obligatio	o SIAI 16. or Filed	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP SECURITIES Filed pursuant to Section 16(a) of the Securities Exchange Act of 19							Estimated a burden hour response		
<i>See</i> Instruction 1(a) of the Fublic Outily Holding Company Act of 1935 of Section 30(h) of the Investment Company Act of 1940 1(b).											
Spinks Mark Gregory Symbol			Symbol	er Name and Ticker or Trading Beauty Holdings, Inc. [SBH]				5. Relationship of Reporting Person(s) to Issuer			
•				-				(Check all applicable) <u></u> Director <u></u> 10% Owner <u></u> Officer (give title <u></u> Other (specify below) <u></u> below) President-Beauty Systems Group			
				endment, Date Original nth/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 			
DENTON,		(7:0)						Person		porting	
(City) 1.Title of	(State) 2. Transaction	(Zip) Date 2A. Deer		e I - Non-D 3.	erivative			uired, Disposed of 5. Amount of	, or Beneficial 6. Ownership		
Security (Instr. 3)	(Month/Day/Yo	any	on Date, if Day/Year)		n(A) or Di (Instr. 3,	sposed 4 and (A) or	d of (D) 5)	Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	Form: Direct (D) or Indirect (I) (Instr. 4)		
Common Stock	07/31/2018			Code V F	273	(D) D	Price \$ 16.49	17,547	D		
Common Stock								2,282.8665	Ι	By 401(k)	

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

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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)	4. Transactio Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		Date	Amou Under Secur	rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Owne Follo Repo Trans (Instr
			Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Address		Relationships						
F	Director	10% Owner	Officer	Other				
Spinks Mark Gregory C/O SALLY BEAUTY HOLDINGS, I 3001 COLORADO BLVD DENTON, TX 76210	NC.		President-Beauty Systems Group					
Signatures								
/s/ John Henrich, Attorney-in-fact	08/02/2018							
<u>**Signature of Reporting Person</u>	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).

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.