

Edgar Filing: Sally Beauty Holdings, Inc. - Form SC 13G/A

Sally Beauty Holdings, Inc.  
Form SC 13G/A  
February 14, 2008

SECURITIES & EXCHANGE COMMISSION  
Washington, D.C. 20549  
-----

SCHEDULE 13G/A

Under the Securities Exchange Act of 1934  
(Amendment No. 1)\*

SALLY BEAUTY COMPANY, INC.  
(Name of Issuer)

Common Stock  
(Title of Class of Securities)

79546E104  
(CUSIP Number)

December 31, 2007  
(Date of event which requires filing of this statement)

Check the appropriate box to designate the rule pursuant to which this  
Schedule 13G/A is filed:

- Rule 13d-1(b)  
 Rule 13d-1(c)  
 Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting  
person's initial filing on this form with respect to the subject class of  
securities, and for any subsequent amendment containing information which would  
alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be  
deemed to be "filed" for purposes of Section 18 of the Securities Exchange Act  
of 1934 ("Act") or otherwise subject to the liabilities of that section of the  
Act but shall be subject to all other provisions of the Act (however, see the  
Notes).

(Page 1 of 16 Pages)

CUSIP No. 79546E104

13G/A

Page 2 of 16 Pages

- (1) NAMES OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NO.  
OF ABOVE PERSONS (ENTITIES ONLY)

O.S.S. Capital Management LP

- (2) CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP \*\*

(a)



Edgar Filing: Sally Beauty Holdings, Inc. - Form SC 13G/A

-0-

SHARES -----

BENEFICIALLY (6) SHARED VOTING POWER 569,645

OWNED BY -----

EACH (7) SOLE DISPOSITIVE POWER -0-

REPORTING -----

PERSON WITH (8) SHARED DISPOSITIVE POWER 569,645

-----

(9) AGGREGATE AMOUNT BENEFICIALLY OWNED  
BY EACH REPORTING PERSON 569,645

-----

(10) CHECK BOX IF THE AGGREGATE AMOUNT  
IN ROW (9) EXCLUDES CERTAIN SHARES \*\* [ ]

-----

(11) PERCENT OF CLASS REPRESENTED  
BY AMOUNT IN ROW (9) 0.3%

-----

(12) TYPE OF REPORTING PERSON \*\* PN

-----

\*\* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP No. 79546E104 13G/A Page 4 of 16 Pages

-----

(1) NAMES OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NO.  
OF ABOVE PERSONS (ENTITIES ONLY) Oscar S. Schafer & Partners II LP

-----

(2) CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP \*\* (a) [X]  
(b) [ ]

-----

(3) SEC USE ONLY

-----

(4) CITIZENSHIP OR PLACE OF ORGANIZATION  
Delaware, USA

-----

NUMBER OF (5) SOLE VOTING POWER -0-

SHARES -----

BENEFICIALLY (6) SHARED VOTING POWER 6,430,429

OWNED BY -----

EACH (7) SOLE DISPOSITIVE POWER -0-

Edgar Filing: Sally Beauty Holdings, Inc. - Form SC 13G/A

REPORTING -----

PERSON WITH (8) SHARED DISPOSITIVE POWER 6,430,429

-----

(9) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 6,430,429

-----

(10) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES \*\* [ ]

-----

(11) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9) 3.6%

-----

(12) TYPE OF REPORTING PERSON \*\* PN

-----

\*\* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP No. 79546E104 13G/A Page 5 of 16 Pages

-----

(1) NAMES OF REPORTING PERSONS I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY) O.S.S. Overseas Fund Ltd.

-----

(2) CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP \*\* (a) [X] (b) [ ]

-----

(3) SEC USE ONLY

-----

(4) CITIZENSHIP OR PLACE OF ORGANIZATION Cayman Islands

-----

NUMBER OF (5) SOLE VOTING POWER -0-

SHARES -----

BENEFICIALLY (6) SHARED VOTING POWER 7,644,140

OWNED BY -----

EACH (7) SOLE DISPOSITIVE POWER -0-

REPORTING -----

PERSON WITH (8) SHARED DISPOSITIVE POWER 7,644,140

-----

(9) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 7,644,140

-----

(10) CHECK BOX IF THE AGGREGATE AMOUNT

Edgar Filing: Sally Beauty Holdings, Inc. - Form SC 13G/A

IN ROW (9) EXCLUDES CERTAIN SHARES \*\* [ ]

(11) PERCENT OF CLASS REPRESENTED  
BY AMOUNT IN ROW (9) 4.2%

(12) TYPE OF REPORTING PERSON \*\* CO

\*\* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP No. 79546E104

13G/A

Page 6 of 16 Pages

(1) NAMES OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NO.  
OF ABOVE PERSONS (ENTITIES ONLY) O.S.S. Advisors LLC

(2) CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP \*\*  
(a) [X]  
(b) [ ]

(3) SEC USE ONLY

(4) CITIZENSHIP OR PLACE OF ORGANIZATION  
Delaware, USA

NUMBER OF (5) SOLE VOTING POWER -0-  
SHARES

BENEFICIALLY (6) SHARED VOTING POWER 7,000,074  
OWNED BY

EACH (7) SOLE DISPOSITIVE POWER -0-  
REPORTING

PERSON WITH (8) SHARED DISPOSITIVE POWER 7,000,074

(9) AGGREGATE AMOUNT BENEFICIALLY OWNED  
BY EACH REPORTING PERSON 7,000,074

(10) CHECK BOX IF THE AGGREGATE AMOUNT  
IN ROW (9) EXCLUDES CERTAIN SHARES \*\* [ ]

(11) PERCENT OF CLASS REPRESENTED  
BY AMOUNT IN ROW (9) 3.9%

(12) TYPE OF REPORTING PERSON \*\* OO

\*\* SEE INSTRUCTIONS BEFORE FILLING OUT!

Edgar Filing: Sally Beauty Holdings, Inc. - Form SC 13G/A

CUSIP No. 79546E104

13G/A

Page 7 of 16 Pages

-----

(1) NAMES OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NO.  
OF ABOVE PERSONS (ENTITIES ONLY) Schafer Brothers LLC

-----

(2) CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP \*\* (a) [X]  
(b) [ ]

-----

(3) SEC USE ONLY

-----

(4) CITIZENSHIP OR PLACE OF ORGANIZATION  
Delaware, USA

-----

NUMBER OF	(5) SOLE VOTING POWER	-0-
SHARES	-----	-----
BENEFICIALLY	(6) SHARED VOTING POWER	14,958,249
OWNED BY	-----	-----
EACH	(7) SOLE DISPOSITIVE POWER	-0-
REPORTING	-----	-----
PERSON WITH	(8) SHARED DISPOSITIVE POWER	14,958,249
	-----	-----
(9)	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON	14,958,249
	-----	-----
(10)	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES **	[ ]
	-----	-----
(11)	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)	8.3%
	-----	-----
(12)	TYPE OF REPORTING PERSON **	00
	-----	-----

\*\* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP No. 79546E104

13G/A

Page 8 of 16 Pages

-----

(1) NAMES OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NO.

Edgar Filing: Sally Beauty Holdings, Inc. - Form SC 13G/A

OF ABOVE PERSONS (ENTITIES ONLY)

Oscar S. Schafer

-----

(2) CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP \*\* (a)  [X]  
(b)  [ ]

-----

(3) SEC USE ONLY

-----

(4) CITIZENSHIP OR PLACE OF ORGANIZATION  
United States

-----

NUMBER OF (5) SOLE VOTING POWER -0-  
SHARES -----

BENEFICIALLY (6) SHARED VOTING POWER 14,958,249  
OWNED BY -----

EACH (7) SOLE DISPOSITIVE POWER -0-  
REPORTING -----

PERSON WITH (8) SHARED DISPOSITIVE POWER 14,958,249  
-----

(9) AGGREGATE AMOUNT BENEFICIALLY OWNED  
BY EACH REPORTING PERSON 14,958,249  
-----

(10) CHECK BOX IF THE AGGREGATE AMOUNT  
IN ROW (9) EXCLUDES CERTAIN SHARES \*\* [ ]

-----

(11) PERCENT OF CLASS REPRESENTED  
BY AMOUNT IN ROW (9) 8.3%  
-----

(12) TYPE OF REPORTING PERSON \*\*  
IN  
-----

\*\* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP No. 79546E104

13G/A

Page 9 of 16 Pages

-----

(1) NAMES OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NO.  
OF ABOVE PERSONS (ENTITIES ONLY) Andrew Goffe

-----

(2) CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP \*\* (a)  [X]  
(b)  [ ]

-----

(3) SEC USE ONLY

-----

(4) CITIZENSHIP OR PLACE OF ORGANIZATION

Edgar Filing: Sally Beauty Holdings, Inc. - Form SC 13G/A

United States

NUMBER OF	(5)	SOLE VOTING POWER	
SHARES			237,400
BENEFICIALLY	(6)	SHARED VOTING POWER	
OWNED BY			14,958,249
EACH	(7)	SOLE DISPOSITIVE POWER	
REPORTING			237,400
PERSON WITH	(8)	SHARED DISPOSITIVE POWER	
			14,958,249
(9)		AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON	15,195,649
(10)		CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES **	[ ]
(11)		PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)	8.4%
(12)		TYPE OF REPORTING PERSON **	IN

\*\* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP No. 79546E104

13G/A

Page 10 of 16 Pages

ITEM 1.

- (a) NAME OF ISSUER: SALLY BEAUTY COMPANY, INC.
- (b) ADDRESS OF ISSUER'S PRINCIPAL EXECUTIVE OFFICES:  
3001 COLORADO  
BOULEVARD  
DENTON TX 76210

ITEM 2(a). NAME OF PERSON FILING:

- (i) Oscar S. Schafer & Partners I LP, a Delaware limited partnership ("OSS I"), with respect to shares of Common Stock (as defined in Item 2(d) below) directly owned by it;
- (ii) Oscar S. Schafer & Partners II LP, a Delaware limited partnership ("OSS II", and together with OSS I, the "Partnerships"), with respect to shares of Common Stock as defined in Item 2(d) below) directly owned by it;
- (iii) O.S.S. Advisors LLC, a Delaware limited liability company (the "General Partner"), which serves as the general partner of each of the Partnerships, with respect to shares of Common



## Edgar Filing: Sally Beauty Holdings, Inc. - Form SC 13G/A

Stock (as defined in Item 2(d) below) directly owned by each of the Partnerships;

- (iv) O.S.S. Overseas Fund Ltd., a Cayman Islands exempted company ("OSS Overseas"), with respect to shares of Common Stock directly owned by it;
- (v) O.S.S. Capital Management LP, a Delaware limited partnership (the "Investment Manager"), which serves as investment manager, and management company, to OSS Overseas and the Partnerships, and to certain managed accounts respectively, and has investment discretion with respect to shares of Common Stock directly owned by the Partnerships, OSS Overseas and shares of Common Stock which are held for the benefit of a third party in a separately managed account;
- (vi) Schafer Brothers LLC, a Delaware limited liability company (the "SB LLC"), which serves as the general partner to the Investment Manager, with respect to shares of Common Stock directly owned by the Partnerships, OSS Overseas and shares of Common Stock which are held for the benefit of a third party in a separately managed account;
- (vii) Mr. Oscar S. Schafer ("Mr. Schafer"), who serves as the senior managing member of the General Partner and of SB LLC, with respect to shares of Common Stock directly owned by the Partnerships, OSS Overseas and shares of Common Stock which are held for the benefit of a third party in a separately managed account; and
- (viii) Mr. Andrew Goffe ("Mr. Goffe"), who serves as a managing

CUSIP No. 79546E104

13G/A

Page 11 of 16 Pages

member of the General Partner and of SB LLC, with respect to shares of Common Stock directly owned by the Partnerships, OSS Overseas and shares of Common Stock which are held for the benefit of a third party in a separately managed account.

The Partnerships, OSS Overseas, the General Partner, the Investment Manager, SB LLC, Mr. Schafer and Mr. Goffe are hereinafter sometimes collectively referred to as the "Reporting Persons." Any disclosures herein with respect to persons other than the Reporting Persons are made on information and belief after making inquiry to the appropriate party.

### ITEM 2.

- (a) NAME OF PERSON FILING
  - (i) O.S.S. Capital Management LP
  - (ii) Oscar S. Schafer & Partners I LP
  - (iii) Oscar S. Schafer & Partners II LP
  - (iv) O.S.S. Overseas Fund Ltd.
  - (v) O.S.S. Advisors LLC
  - (vi) Schafer Brothers LLC
  - (vii) Oscar S. Schafer
  - (viii) Andrew Goffe
- (b) ADDRESS OF PRINCIPAL OFFICE, OR, IF NONE, RESIDENCE

## Edgar Filing: Sally Beauty Holdings, Inc. - Form SC 13G/A

The address of the principal business offices of each of:

- (i) Investment Manager  
598 Madison Avenue  
New York, NY 10022
- (ii) OSS I  
598 Madison Avenue  
New York, NY 10022
- (iii) OSS II  
598 Madison Avenue  
New York, NY 10022
- (iv) OSS Overseas  
Walkers SPV Limited  
Mary Street  
George Town  
Grand Cayman KY1-9002  
Cayman Islands, British West Indies
- (v) General Partner  
598 Madison Avenue  
New York, NY 10022
- (vi) SB LLC  
598 Madison Avenue  
New York, NY 10022
- (vii) Mr. Schafer  
598 Madison Avenue  
New York, NY 10022
- (viii) Mr. Goffe  
598 Madison Avenue  
New York, NY 10022

CUSIP No. 79546E104

13G/A

Page 12 of 16 Pages

(c) CITIZENSHIP

- (i) Investment Manager - Delaware, USA
- (ii) OSS I - Delaware, USA
- (iii) OSS II - Delaware, USA
- (iv) OSS Overseas - Cayman Islands
- (v) General Partner - Delaware, USA
- (vi) SB LLC - Delaware, USA
- (vii) Mr. Schafer - USA
- (viii) Mr. Goffe - USA

(d) TITLE OF CLASS OF SECURITIES

Common Stock

(e) CUSIP NUMBER

79546E104

ITEM 3. If this statement is filed pursuant to Rules 13d-1(b) or 13d-2(b) or (c), check whether the person filing is a:

- (a)  Broker or dealer registered under Section 15 of the Act,
- (b)  Bank as defined in Section 3(a)(6) of the Act,
- (c)  Insurance Company as defined in Section 3(a)(19) of the Act,

## Edgar Filing: Sally Beauty Holdings, Inc. - Form SC 13G/A

- (d) [ ] Investment Company registered under Section 8 of the Investment Company Act of 1940,
- (e) [ ] Investment Adviser in accordance with Rule 13d-1 (b) (1) (ii) (E),
- (f) [ ] Employee Benefit Plan or Endowment Fund in accordance with 13d-1 (b) (1) (ii) (F),
- (g) [ ] Parent Holding Company or control person in accordance with Rule 13d-1 (b) (1) (ii) (G),
- (h) [ ] Savings Association as defined in Section 3(b) of the Federal Deposit Insurance Act,
- (i) [ ] Church Plan that is excluded from the definition of an investment company under Section 3(c) (14) of the Investment Company Act of 1940,
- (j) [ ] Group, in accordance with Rule 13d-1(b) (1) (ii) (J).

Not applicable.

CUSIP No. 79546E104

13G/A

Page 13 of 16 Pages

### ITEM 4. OWNERSHIP.

Provide the following information regarding the aggregate number and percentage of the class of securities of the issuer identified in Item 1.

- (a) Amount beneficially owned: The Investment Manager may be deemed to beneficially own 14,958,249 Shares. OSS I may be deemed to beneficially own 569,645 Shares. OSS II may be deemed to beneficially own 6,430,429 Shares. OSS Overseas may be deemed to beneficially own 7,644,140 Shares. The General Partner may be deemed to beneficially own 7,000,074 Shares as a result of its voting and dispositive power over 7,000,074 Shares owned by the Partnerships. SB LLC may be deemed to beneficially own 14,958,249 as a result of its voting and dispositive power over 14,958,249 Shares owned by the Partnerships, OSS Overseas and a separately managed account. Mr. Schafer may be deemed to beneficially own 14,958,249 by virtue of his voting and dispositive power over 14,958,249 Shares owned by the Partnerships, OSS Overseas and a separately managed account. Mr. Goffe may be deemed to beneficially own 15,195,649 by virtue of his voting and dispositive power over 15,195,649 Shares owned by the Partnerships, OSS Overseas and a separately managed account.

#### (b) PERCENTAGE BENEFICIALLY OWNED

Based on calculations made in accordance with Rule 13d-3(d), and there being 180,995,000 Shares outstanding:

- (i) Investment Manager may be deemed to beneficially own approximately 8.3% of the outstanding Shares;
- (ii) OSS I may be deemed to beneficially own approximately 0.3% of the outstanding Shares;
- (iii) OSS II may be deemed to beneficially own approximately 3.6% of the outstanding Shares;
- (iv) OSS Overseas may be deemed to beneficially own

Edgar Filing: Sally Beauty Holdings, Inc. - Form SC 13G/A

- approximately 4.2% of the outstanding Shares;
- (v) General Partner may be deemed to beneficially own approximately 3.9% of the outstanding Shares;
  - (vi) SB LLC may be deemed to beneficially own approximately 8.3% of the outstanding Shares;
  - (vii) Mr. Schafer may be deemed to beneficially own approximately 8.3% of the outstanding Shares.
  - (viii) Mr. Goffe may be deemed to beneficially own approximately 8.4% of the outstanding Shares.
- (c) NUMBER OF SHARES AS TO WHICH THE PERSON HAS:
- (i) Sole power to vote or to direct the vote -0-.
  - (ii) Shared power to vote or to direct the vote 14,958,249.
  - (iii) Sole power to dispose or to direct the disposition of -0-.
  - (iv) Shared power to dispose or to direct the disposition of 14,958,249.
  - (v) Mr. Goffe has the sole power to vote or to direct the vote 237,400.
  - (vi) Mr. Goffe has the sole power to dispose or to direct the disposition of 237,400.

CUSIP No. 79546E104

13G/A

Page 14 of 16 Pages

ITEM 5. OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following [ ].

ITEM 6. OWNERSHIP OF MORE THAN FIVE PERCENT ON BEHALF OF ANOTHER PERSON

The (i) limited partners and the general partner of the Partnerships and (ii) the shareholders and advisor of OSS Overseas have the right to participate in the receipt of dividends from, or proceeds from the sale of, the securities held for the Partnerships and OSS Overseas, respectively.

Item 7. IDENTIFICATION AND CLASSIFICATION OF THE SUBSIDIARY WHICH ACQUIRED THE SECURITY BEING REPORTED ON BY THE PARENT HOLDING COMPANY

Not applicable.

ITEM 8. IDENTIFICATION AND CLASSIFICATION OF MEMBERS OF THE GROUP

See Item 2.

ITEM 9. NOTICE OF DISSOLUTION OF GROUP

Not applicable.

CUSIP No. 79546E104

13G/A

Page 15 of 16 Pages

ITEM 10. CERTIFICATION

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of

Edgar Filing: Sally Beauty Holdings, Inc. - Form SC 13G/A

changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

February 14, 2008

-----  
Date

/s/ Oscar S. Schafer

-----  
Signature

Oscar S. Schafer, Managing Partner

-----  
Name/Title

February 14, 2008

-----  
Date

/s/ Andrew Goffe

-----  
Signature

Andrew Goffe, Managing Member

-----  
Name/Title

The original statement shall be signed by each person on whose behalf the statement is filed or his authorized representative. If the statement is signed on behalf of a person by his authorized representative other than an executive officer or general partner of the filing person, evidence of the representative's authority to sign on behalf of such person shall be filed with the statement, provided, however, that a power of attorney for this purpose which is already on file with the Commission may be incorporated by reference. The name and any title of each person who signs the statement shall be typed or printed beneath his signature.

NOTE: Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See ss.240.13d-7 for other parties for whom copies are to be sent.

ATTENTION: INTENTIONAL MISSTATEMENTS OR OMISSIONS OF FACT CONSTITUTE FEDERAL CRIMINAL VIOLATIONS (SEE 18 U.S.C. 1001)

Edgar Filing: Sally Beauty Holdings, Inc. - Form SC 13G/A

The undersigned acknowledge and agree that the foregoing statement on Schedule 13G/A, is filed on behalf of each of the undersigned and that all subsequent amendments to this statement on Schedule 13G/A, shall be filed on behalf of each of the undersigned without the necessity of filing additional joint acquisition statements. The undersigned acknowledge that each shall be responsible for the timely filing of such amendments, and for the completeness and accuracy of the information concerning him or it contained therein, but shall not be responsible for the completeness and accuracy of the information concerning the others, except to the extent that he or it knows or has reason to believe that such information is inaccurate.

DATED: February 14, 2008

Oscar S. Schafer

/s/ Oscar S. Schafer

-----  
individually and as senior managing member  
of (a) O.S.S. Advisors LLC,  
for itself and as the general partner of  
(i) Oscar S. Schafer & Partners I LP;  
and  
(ii) Oscar S. Schafer & Partners II LP;  
and (b) Schafer Brothers LLC,  
for itself and as the general  
partner of O.S.S. Capital  
Management LP and investment manager  
of O.S.S. Overseas Fund Ltd.

Andrew Goffe

/s/ Andrew Goffe

-----  
individually