

FINKELSTEIN PAUL
Form 4
May 13, 2010

FORM 4

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

Check this box
if no longer
subject to
Section 16.
Form 4 or
Form 5
obligations
may continue.
See Instruction
1(b).

**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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
FINKELSTEIN PAUL

(Last) (First) (Middle)

7201 METRO BOULEVARD

(Street)

MINNEAPOLIS, MN 55439

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol

REGIS CORP [RGS]

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

05/11/2010

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
__X__ Officer (give title below) ____ Other (specify below)

Chief Executive Officer

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 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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price		
Common Stock	05/11/2010		S		1,400	D	\$ 18.675	256,261	D
Common Stock	05/11/2010		S		2,102	D	\$ 18.68	254,159	D
Common Stock	05/11/2010		S		3,500	D	\$ 18.685	250,659	D
Common Stock	05/11/2010		S		7,968	D	\$ 18.69	242,691	D
Common Stock	05/11/2010		S		2,100	D	\$ 18.695	240,591	D

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Common Stock	05/11/2010	S	2,032	D	\$ 18.7	238,559	D
Common Stock	05/11/2010	S	1,700	D	\$ 18.705	236,859	D
Common Stock	05/11/2010	S	800	D	\$ 18.71	236,059	D
Common Stock	05/11/2010	S	1,800	D	\$ 18.72	234,259	D
Common Stock	05/11/2010	S	1,100	D	\$ 18.725	233,159	D
Common Stock	05/11/2010	S	2,200	D	\$ 18.73	230,959	D
Common Stock	05/11/2010	S	400	D	\$ 18.735	230,559	D
Common Stock	05/11/2010	S	400	D	\$ 18.74	230,159	D
Common Stock	05/11/2010	S	800	D	\$ 18.745	229,359	D
Common Stock	05/11/2010	S	100	D	\$ 18.75	229,259	D
Common Stock	05/11/2010	S	100	D	\$ 18.77	229,159	D
Common Stock	05/11/2010	S	500	D	\$ 18.78	228,659	D
Common Stock	05/11/2010	S	200	D	\$ 18.79	228,459	D
Common Stock	05/11/2010	S	200	D	\$ 18.79	228,259	D
Common Stock	05/11/2010	S	100	D	\$ 18.795	228,159	D
Common Stock	05/11/2010	S	600	D	\$ 18.8	227,559	D
Common Stock	05/11/2010	S	200	D	\$ 18.81	227,359	D

Common Stock						8,151	I	Through profit sharing plan
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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

displays a currently valid OMB control number.

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)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own Follo Repor Trans (Instr
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
FINKELSTEIN PAUL 7201 METRO BOULEVARD MINNEAPOLIS, MN 55439	Chief Executive Officer

Signatures

Eric A. Bakken, by power of attorney
05/13/2010

__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).

Remarks:

Form 2 of 2

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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