

FINKELSTEIN PAUL  
Form 4  
May 13, 2010

**FORM 4**

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

OMB APPROVAL

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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

(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  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Chief Executive Officer

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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 Ownership (Instr. 4)
				(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

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...
				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:

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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.