

Bortnem David  
 Form 3  
 February 14, 2011

**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 *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â Bortnem David		(Month/Day/Year)	REGIS CORP [RGS]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
		02/03/2011		
7201 METRO BOULEVARD			(Check all applicable)	
(Street)			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below)    (specify below) Corporate COO and EVP	
MINNEAPOLIS,Â MNÂ 55439			6. Individual or Joint/Group Filing(Check Applicable Line)	
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> 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	25,567	D	Â
Common Stock	201	I	Through profit sharing plan

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

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

**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	5. Ownership Form of Derivative Security:	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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## Edgar Filing: Bortnem David - Form 3

	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
<u>Stock Appreciation Right (1)</u>	05/26/2005	05/26/2014	Common Stock	1,250	\$ 42.79	D	Â
<u>Stock Appreciation Right (1)</u>	05/03/2006	05/03/2015	Common Stock	1,250	\$ 35.49	D	Â
<u>Stock Appreciation Right (1)</u>	04/27/2007	04/27/2016	Common Stock	1,250	\$ 35.33	D	Â
<u>Stock Appreciation Right (1)</u>	04/26/2008	04/26/2017	Common Stock	3,200	\$ 39.04	D	Â
<u>Stock Appreciation Right (1)</u>	04/24/2009	04/24/2018	Common Stock	3,200	\$ 28.57	D	Â
<u>Stock Appreciation Right (1)</u>	04/30/2010	04/30/2019	Common Stock	15,500	\$ 19.14	D	Â
Employee Stock Option (Right to Buy)	04/29/2011	04/29/2020	Common Stock	3,200	\$ 18.9	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Bortnem David 7201 METRO BOULEVARD MINNEAPOLIS, MN 55439	Â	Â	Â Corporate COO and EVP	Â

## Signatures

Eric A. Bakken, by power of attorney  
02/14/2011

\_\_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) SARs and options vest ratably over a five (5) year period beginning one year after the date of grant

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.