

Moen Brent
 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 Moen Brent | | (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) Chief Financial Officer; SVP | |
| 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 | 13,488 | D | Â |
| Common Stock | 207 | I | Through profit sharing plan |
| Common Stock | 50 | I | By Daughter |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

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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 | 4. Conversion or Exercise | 5. Ownership Form of | 6. Nature of Indirect Beneficial Ownership |
|--|--|--|---------------------------|----------------------|--|
|--|--|--|---------------------------|----------------------|--|

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| | Date Exercisable | Expiration Date | (Instr. 4) Title | Amount or Number of Shares | Price of Derivative Security | Derivative Security: Direct (D) or Indirect (I) (Instr. 5) | (Instr. 5) |
|--------------------------------------|------------------|-----------------|---------------------|----------------------------|------------------------------|--|------------|
| Stock Appreciation Right <u>(1)</u> | 05/26/2005 | 05/26/2014 | Common Stock | 1,250 | \$ 42.79 | D | Â |
| Stock Appreciation Right <u>(1)</u> | 05/03/2006 | 05/03/2015 | Common Stock | 1,250 | \$ 35.49 | D | Â |
| Stock Appreciation Right <u>(1)</u> | 04/27/2007 | 04/27/2016 | Common Stock | 1,250 | \$ 35.33 | D | Â |
| Stock Appreciation Right <u>(1)</u> | 04/26/2008 | 04/26/2017 | Common Stock | 1,500 | \$ 39.04 | D | Â |
| Stock Appreciation Right <u>(1)</u> | 04/24/2009 | 04/24/2018 | Common Stock | 1,500 | \$ 28.57 | D | Â |
| Stock Appreciation Right <u>(1)</u> | 04/30/2010 | 04/30/2019 | Common Stock | 7,250 | \$ 19.14 | D | Â |
| Employee Stock Option (Right to Buy) | 05/20/2004 | 05/20/2013 | Common Stock | 1,593 | \$ 28.1 | D | Â |
| Employee Stock Option (Right to Buy) | 04/26/2003 | 04/26/2012 | Common Stock | 400 | \$ 29.6 | D | Â |
| Employee Stock Option (Right to Buy) | 04/29/2011 | 04/29/2020 | Common Stock | 2,500 | \$ 18.9 | D | Â |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|--------------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Moen Brent 7201 METRO BOULEVARD MINNEAPOLIS, MN 55439 | Â | Â | Â Chief Financial Officer; SVP | 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

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Remarks:

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All options and SARs vest ratably over a five year period beginning one year after grant.

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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