Mock David
Form 3
August 01, 2018

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 *
Â Mock David
(Last) (First) (Middle)

C/O VITAMIN SHOPPE, INC.,Â 300 HARMON MEADOW BLVD.
(Street)

SECAUCUS,Â NJÂ 07094
(City) (State) (Zip)

2. Date of Event Requiring Statement (Month/Day/Year)
07/30/2018

3. Issuer Name **and** Ticker or Trading Symbol
Vitamin Shoppe, Inc. [VSI]

4. Relationship of Reporting Person(s) to Issuer
(Check all applicable)
_____ Director _____ 10% Owner
__X__ Officer _____ Other
(give title below) (specify below)
EVP, Chief Merchandising/Mktg

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

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 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)

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 (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of			

				Shares		or Indirect (I) (Instr. 5)	
Stock Option (right to buy)	01/16/2019	01/16/2028	Common Stock	141,777 (1)	$ 4.65	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Mock David C/O VITAMIN SHOPPE, INC. 300 HARMON MEADOW BLVD. SECAUCUS,Â NJÂ 07094	Â	Â	Â EVP, Chief Merchandising/Mktg	Â

Signatures

/s/ David M. Kastin, as Attorney-In-Fact	08/01/2018
**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) These stock options will be exercisable as follows: (i) 1/3 of the stock options will be exercisable on the first anniversary of the Grant Date if following the Grant Date the stock price of the Company then achieved a 20-day consecutive average closing price ("Average Price") equal to or higher than the Exercise Price; (ii) an additional 1/3 of the stock options will be exercisable on the second anniversary of the Grant Date, if the Average Stock Price is equal to or higher than 140% of the Exercise Price; and (iii) the final 1/3 of the stock options will be exercisable on the third anniversary of the Grant Date if the Average Price is equal to or higher than 160% of the Exercise Price.

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Remarks:

ExhibitÂ 24Â -Â PowerÂ ofÂ Attorney

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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