

## Constraining Higgs couplings using $B_s \rightarrow \mu\mu$

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We study constraints and implications of the recent LHCb measurement of  $B_s \rightarrow \mu\mu$  for tree-level Higgs-mediated flavor-changing neutral current (FCNC) interactions. Combined with experimental data on  $B_s$  mass difference, the  $h \rightarrow \mu\tau$ , and the  $h \rightarrow \tau\tau$  decay branching ratios from the LHC, we find that the Higgs FCNC couplings are severely constrained. Current data allow large CP violation in the  $h \rightarrow \tau\tau$  decay. Consequences of the Cheng-Sher ansatz for the Higgs Yukawa couplings are discussed.

**Primary author:** Prof. HE, Xiao-Gang (National Taiwan University, National Center for Theoretical Science, Shanghai Jiao Tong University,)

**Co-authors:** Prof. CHIANG, Cheng-Wei (National Taiwan University, Academia Sinica, National Center for Theoretical Sciences); Dr YE, Fang (National Taiwan University); Dr YUAN, Xing-Bo (National Center for Theoretical Sciences)

**Presenter:** Dr YUAN, Xing-Bo (National Center for Theoretical Sciences)

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