

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.

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