Contribution ID: **28** Type: **Oral presentation**

# Radiative Higgs Lepton-Flavor-Violating Decay Mediated by Leptophlic Dark Matter

*Thursday, 29 October 2015 18:47 (13 minutes)*

In the standard model (SM), Higgs lepton-flavor-violating (LFV) decay is absent and thus it is a good probe to new physics. In this article we study a type of new physics that could lead to large Higgs LFV decay, i.e., leptophlic dark matter (DM) specified by the particle property of DM (a Majorana fermion) and DM-SM mediators (scalar leptons). Different than other similar setups, here we introduce both the left-handed and right-handed scalar leptons. They allow for large LFV in Higgs decay and thus may explain the tentative Br($h$ $ra\tau\mu$) $\sim 1\%$. In particular, we find that the stringent bound from $\tau$
$ra\mu\gamma$ can be naturally avoided. Aspects of relic density and especially radiative direct detection of the leptonic DM are also investigated.

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**Session Classification:** Dark Matter

**Track Classification:** Dark matter: Physics and Cosmology