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$b \to s\ell\ell$ anomalies from dynamical Yukawas

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The LHCb and Belle collaborations have recently reported some hints for New Physics in $b \to s\ell\ell$ transitions that, taken at face value, point to a large violation of flavor universality in the lepton sector. Motivated by them, I will present a model able to accommodate the experimental anomalies and, at the same time, address the flavor problem of the SM. The model is based on the idea of dynamical Yukawa couplings, where it is assumed that they are generated from dynamical fields whose vacuum expectation values minimize a generic potential invariant under a large non-Abelian flavor symmetry. I will show that the proposed framework predicts striking collider signatures that will be tested in the near future.

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