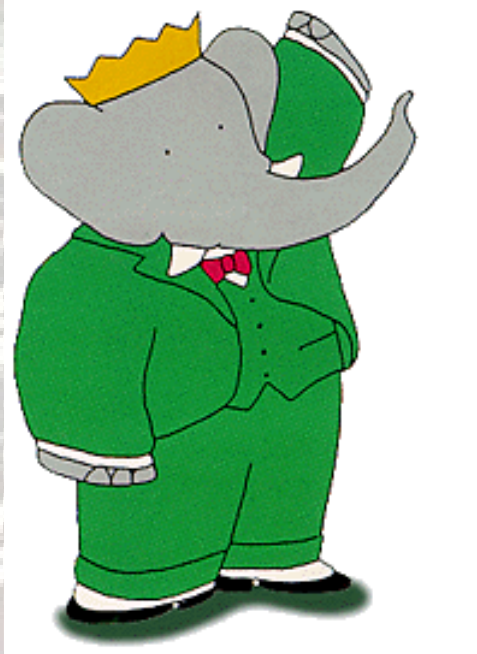
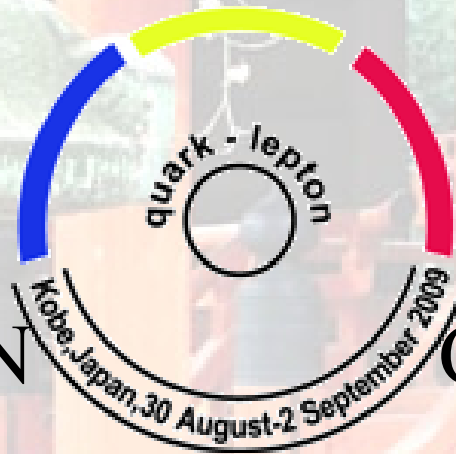


New physics searches at the B-factories



PHYSICS IN COLLISION



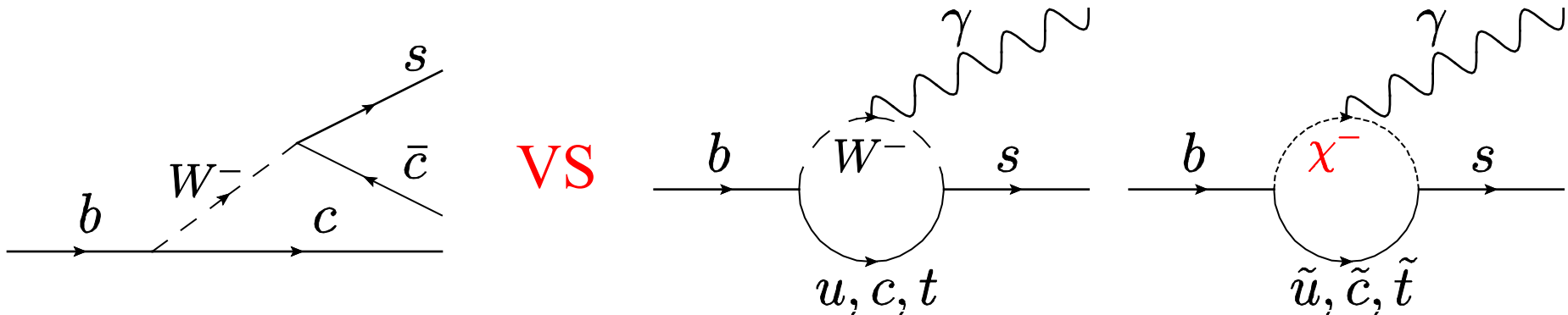
Pablo del Amo Sanchez (BaBar)

LPNHE (Univ. Paris VI et VII) – IN2P3 – CNRS

Now at LAPP (Université de Savoie)

Searching NP at B factories

- SM well tested at tree level
- Still room for NP in loop diagrams, where (virtual, high mass) NP particles could enter



→ Look for deviations from SM in **loop-dominated processes**
→ Look for SM-forbidden(suppressed) processes: observation would be due to NP → **rare processes**

Outline

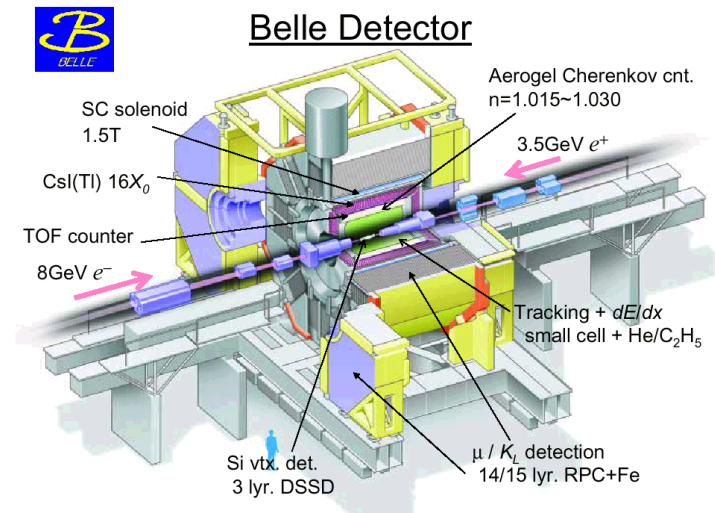
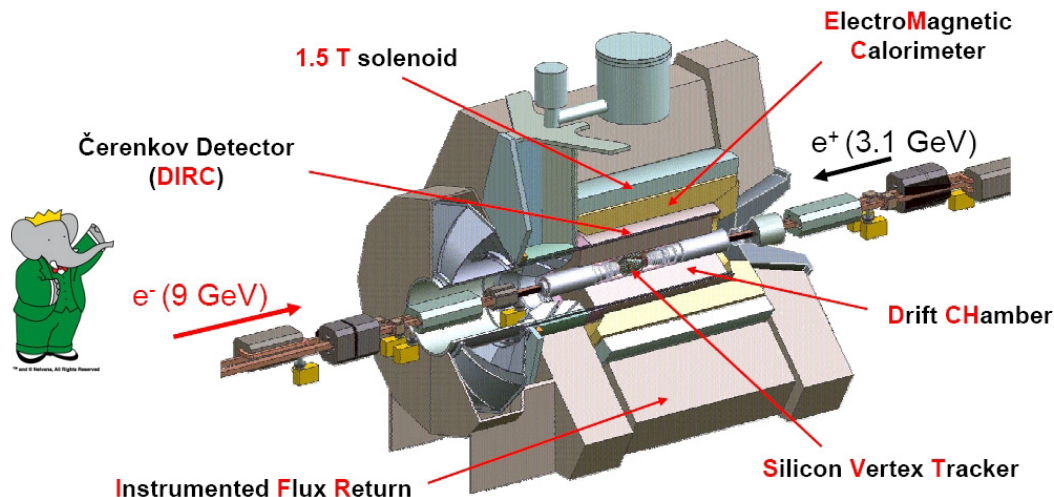
- B-factories: BaBar and Belle
- $b \rightarrow s\gamma$ and $b \rightarrow s\ell^+\ell^-$
- Leptonic and semi-leptonic B decays
- « $K\pi$ puzzle »
- LFV in τ decays
- Conclusions

N.B.: will not talk about NP searches in $Y(3S)$, $Y(2S)$ or $Y(1S)$ decays

B-factories

BaBar at PEP-II (SLAC) and Belle at KEKB

- Asymmetric e^+e^- colliders
- Centre-of-mass energy $\sim Y(4S) \rightarrow B\bar{B}$
(also charm- and tau- factories)
- Excellent PID and vertex resolution



$\sim 710/\text{fb} @ Y(4S)$

$2.1 \times 10^{34}/\text{cm}^2\text{s}$ (June 2009)

$430/\text{fb} @ Y(4S)$

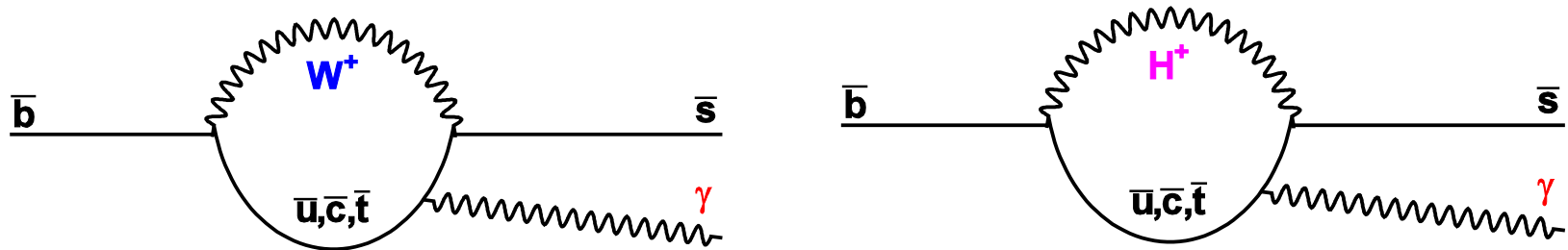
$1.2 \times 10^{34}/\text{cm}^2\text{s}$ (August 2006)

**Record-breaking
luminosities!**


$$b \rightarrow s\gamma \text{ and } b \rightarrow s\ell^+\ell^-$$

$b \rightarrow s \gamma$: motivation

- Radiative modes, clean probes of NP: limited hadronic theoretical uncertainties



- Inclusive $b \rightarrow s \gamma$ best example: BF known at NNLO in QCD
- Other path to avoid hadronic uncertainties: [measuring asymmetries](#). E.g. uncertainty of 30% in BF of $B \rightarrow K^* \gamma$ due to form factors, A_{CP} and A_I known to 2%

$$A_{CP} = \frac{\Gamma(\bar{B} \rightarrow \bar{f}) - \Gamma(B \rightarrow f)}{\Gamma(\bar{B} \rightarrow \bar{f}) + \Gamma(B \rightarrow f)} \quad A_I = \frac{\Gamma(\bar{B}^0 \rightarrow \bar{f}^0) - \Gamma(B^- \rightarrow f^-)}{\Gamma(\bar{B}^0 \rightarrow \bar{f}^0) + \Gamma(B^- \rightarrow f^-)} \quad f = K^* \gamma, K^* \ell^+ \ell^-$$

- Forbidden at tree level in SM, proceeds through loops where NP could appear
- Can describe NP effects in model independent way:
integrate out heavy d.o.f. (top, W) $\rightarrow$ effective theory characterized by Wilson coeffs.

- Experimentally, $b \rightarrow s \gamma$ constrains Wilson coeff $|C_7|$; $b \rightarrow s \ell^+ \ell^-$ sensitive to C_7 , C_9 & C_{10}

$b \rightarrow s\gamma$: experiment

- Fully inclusive analysis **only reconstructs** high energy **photon**

→ **Very large backgrounds**

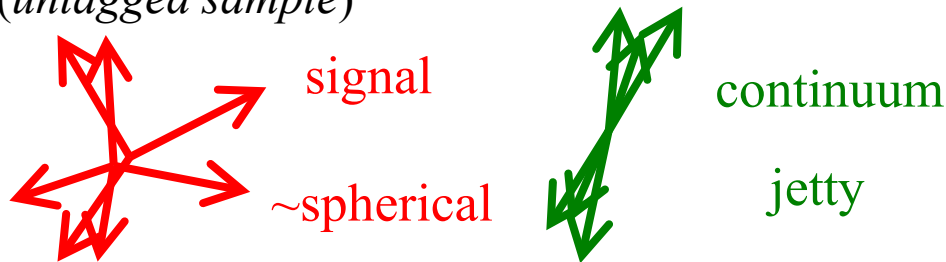
- Most high energy background photons

come from boosted π^0 , η

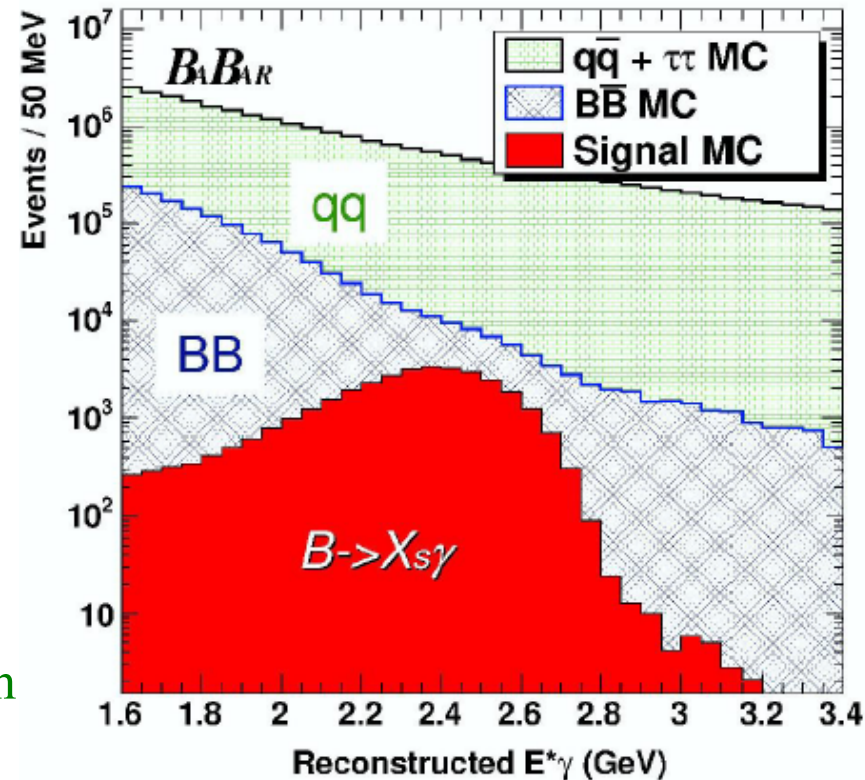
→ Reject high-energy photons consistent with π^0 , η when paired with other photons of the event

→ Still need to remove lower E_γ events

- Can also impose event-shape requirements (*untagged sample*)



or presence of high-energy lepton (from a semileptonic decay of other B, *lepton-tagged sample*)



$b \rightarrow s\gamma$: experiment

- Fully inclusive analysis **only reconstructs** high energy **photon**

→ **Very large backgrounds**

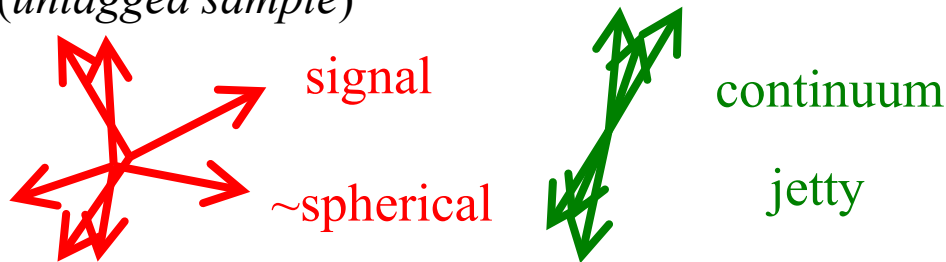
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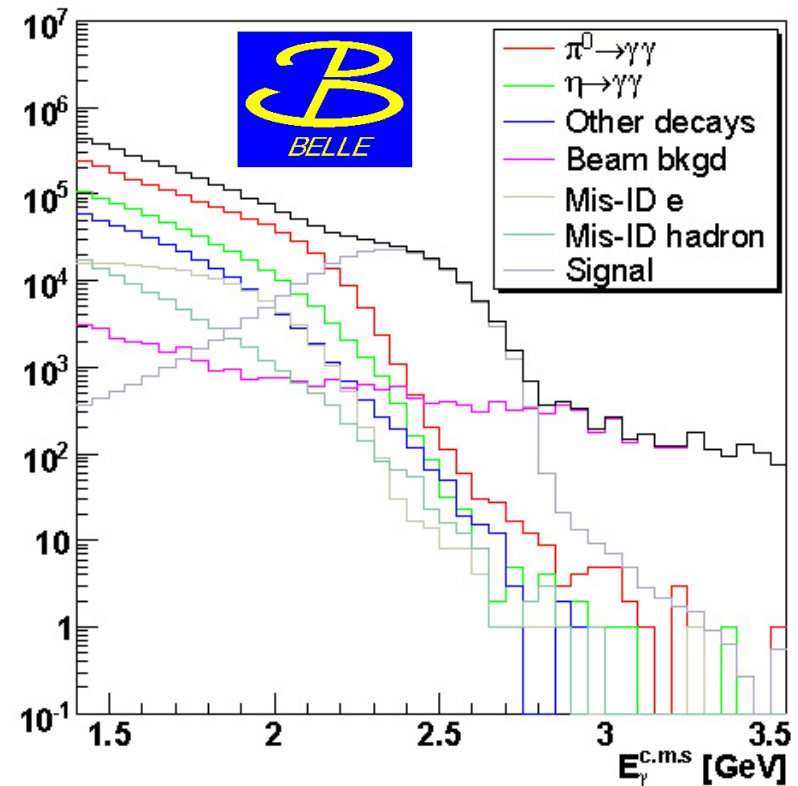
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- Can also impose event-shape requirements (*untagged sample*)



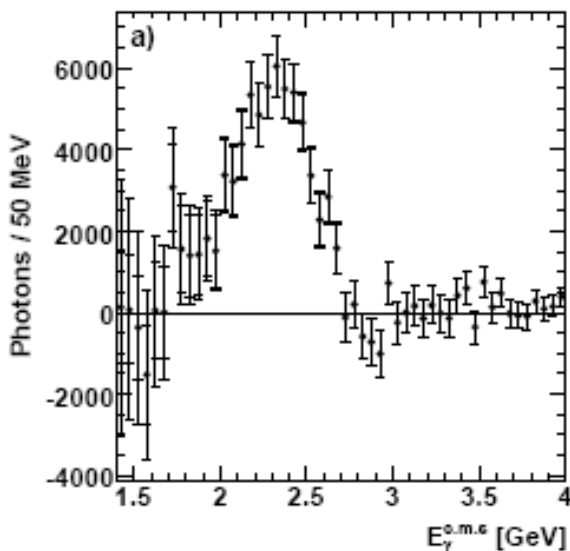
or presence of high-energy lepton (from a semileptonic decay of other B, *lepton-tagged sample*)



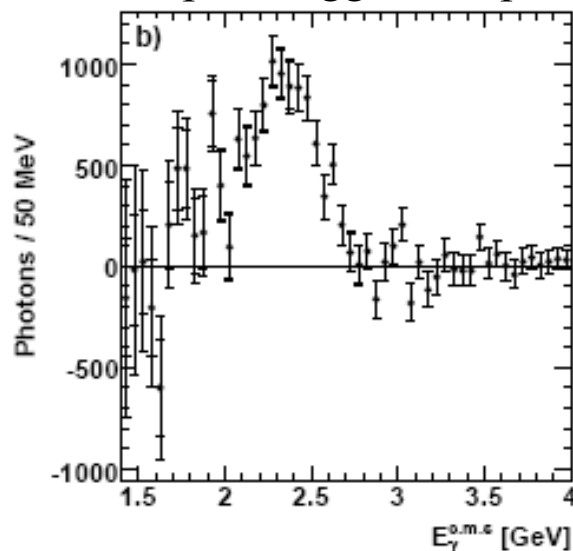
$b \rightarrow s \gamma$: experiment

- Belle update (605/fb, arXiv:0907.1384 sub. to PRL). Bkg subtracted photon spectra:

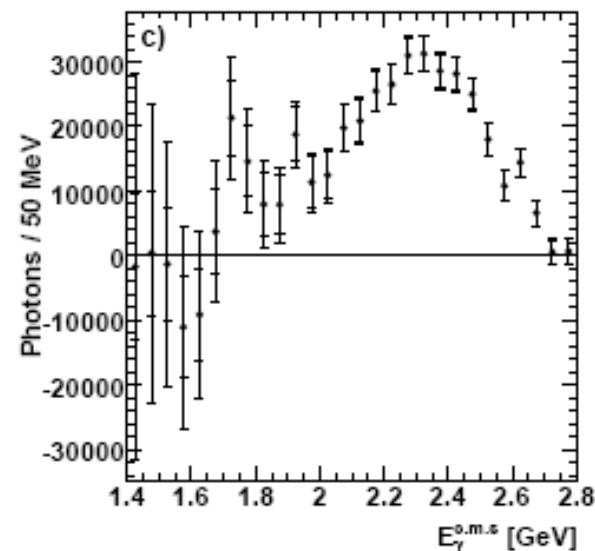
Untagged sample



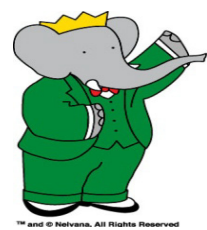
Lepton-tagged sample



Eff. corrected average



	cut on E_γ^* (GeV)	BF
NEW Belle (arXiv:0907.1384)	> 1.7	$(3.45 \pm 0.15 \pm 0.40) \times 10^{-4}$
Previous HFAG w.a.	> 1.6	$(3.52 \pm 0.23 \pm 0.09) \times 10^{-4}$
NNLO prediction (Misiak et al, Phys.Rev.Lett.98:022002)	> 1.6	$(3.15 \pm 0.23) \times 10^{-4}$



$B \rightarrow K^* \gamma$: experiment

Exclusive modes less challenging, affected by some hadronic theoretical uncertainties

- BaBar updates $B \rightarrow K^* \gamma$ ($K^* = K^+ \pi^-, K_S^0 \pi^0, K_S^0 \pi^-, K^+ \pi^0$, arXiv:0906.2177, sub. to PRL)

$m_{ES} \sim B$ candidate mass
constrained by (known)

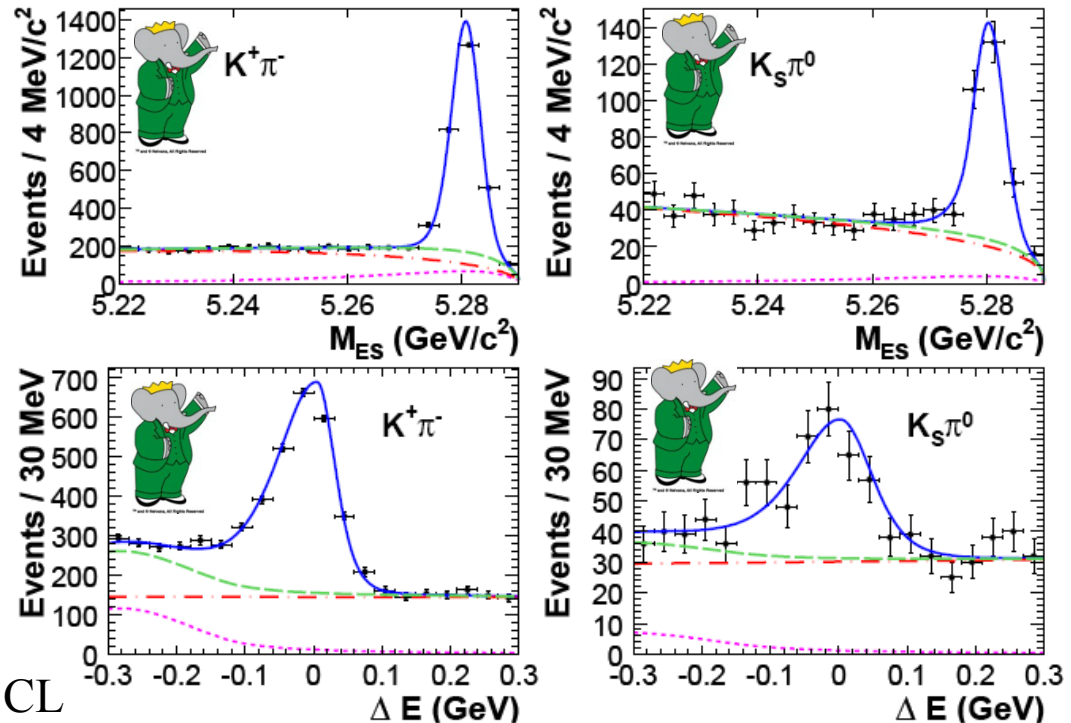
e^+e^- beam kinematics

$$\Delta E = E_B^* - (E_{beam}^*/2)$$

- Measured A_{CP} and A_I :
 $-0.033 < A_{CP}(B \rightarrow K^* \gamma) < 0.028$
 $0.017 < A_I(B \rightarrow K^* \gamma) < 0.116$

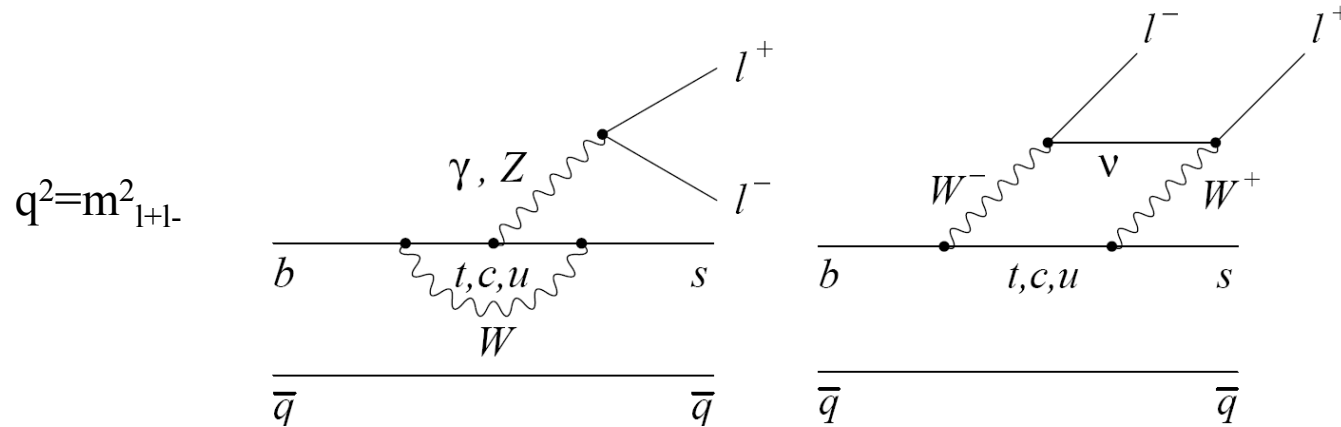
} at 90% CL

- Consistent with SM expectations: $A_{CP} < 1\%$, $-1\% < A_I < 3\%$
 (Keum, Matsumori & Sanda Phys.Rev.D72:014013,2005)



$b \rightarrow s \ell^+ \ell^-$: theory

$b \rightarrow s \ell^+ \ell^-$ proceeds through loop diagrams. Sensitive to Wilson coeffs C_7, C_9, C_{10}



Some clean observables for this channel:

- Direct CP asymmetry A_{CP} , $\sim$ **zero in the SM**
(Bobeth, Hiller & Piranishvili, JHEP0807, 106(2008))
- Isospin asymmetry A_I , **very small in SM**, reaching at the most 10% at low q^2
- **Lepton flavour ratio $R_{K^{(*)}}$** : in the SM, $R_K \sim 1$, $R_{K^{(*)}} \sim 0.75$ (photon pole at $m_{\ell\ell} < 2m_\mu$)

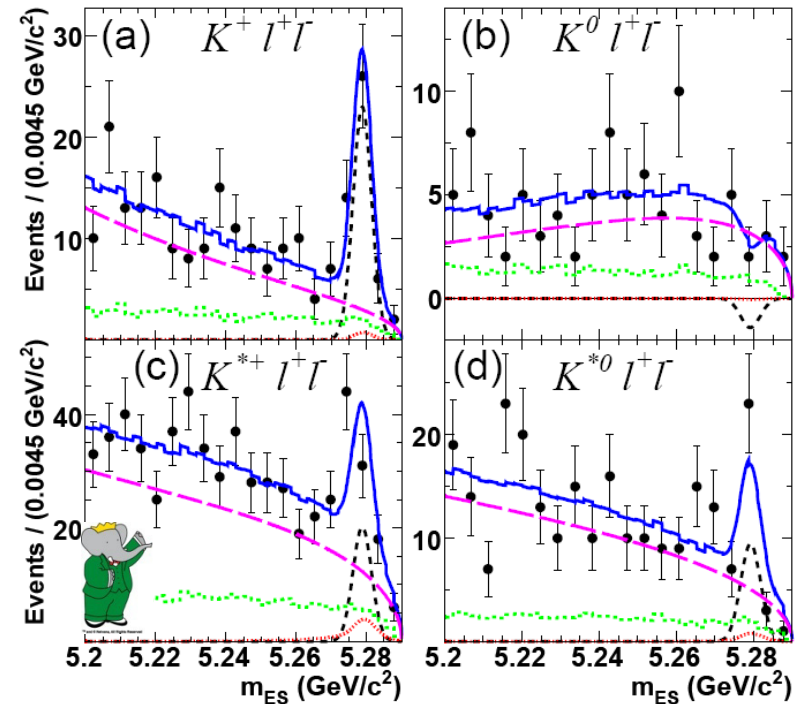
$$R_{K^{(*)}} \equiv \frac{\Gamma(B \rightarrow K^{(*)} \mu^+ \mu^-)}{\Gamma(B \rightarrow K^{(*)} e^+ e^-)}$$

$b \rightarrow s \ell^+ \ell^-$: experimental results

Updates of $B \rightarrow K^{(*)} \ell^+ \ell^-$ from BaBar (384×10^6 BB, PRD79:031102; PRL102:091803) and Belle (657×10^6 BB, arXiv:0904.0770)

- Exclusive reconstruction
- Reject $B \rightarrow c \bar{c} X_s$ by cutting on $q^2 = m_{\ell\ell}^2$
Bin resulting distribution in q^2
- A_{CP} s consistent with SM (zero)

A_{CP}	BaBar	Belle
$K^+ l^+ l^-$	$-0.18 \pm 0.18 \pm 0.01$	$-0.10 \pm 0.10 \pm 0.01$
$K^{*+} l^+ l^-$	$0.01 \pm 0.16 \pm 0.01$	$0.04 \pm 0.10 \pm 0.02$



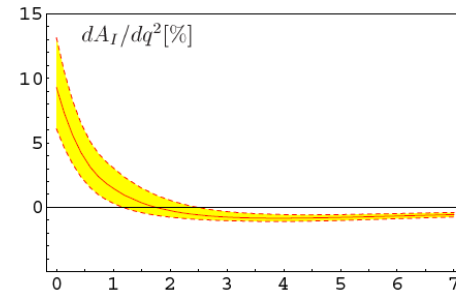
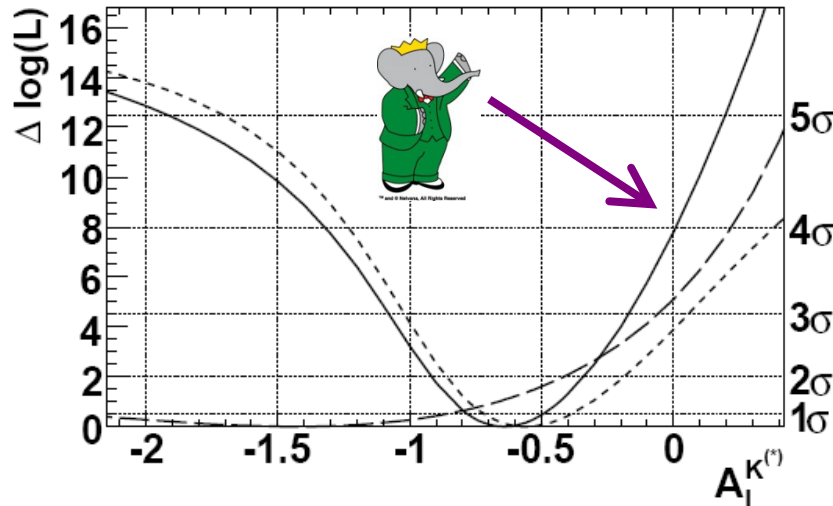
- Measurements of lepton flavour ratio
consistent with SM

R	BaBar	Belle
R_K	$0.96 \pm 0.40 \pm 0.05$	$1.03 \pm 0.19 \pm 0.06$
R_{K^*}	$1.10 \pm 0.37 \pm 0.07$	$0.83 \pm 0.17 \pm 0.05$

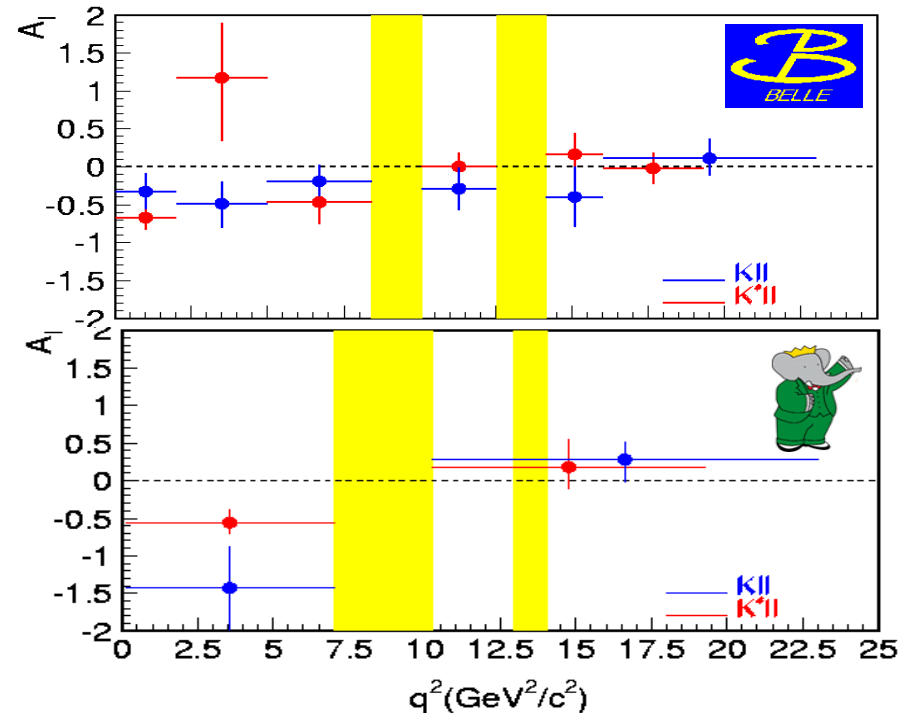
$b \rightarrow s \ell^+ \ell^-$: experimental results

- Both experiments see isospin asymmetries A_I consistent with SM (zero) at high q^2
- At low q^2 , A_I could be slightly different from zero, but always positive
- BaBar sees a 3.9σ departure from zero in negative direction (opposite from SM predicts)
(Belle, 2.2σ from zero)

A_I	BaBar	Belle
$K^+ l^+ l^-$	$-1.43 \pm 0.55 \pm 0.04$	$-0.31 \pm 0.16 \pm 0.05$
$K^{*+} l^+ l^-$	$-0.56 \pm 0.16 \pm 0.03$	$-0.29 \pm 0.16 \pm 0.03$



SM expectation
Feldmann & Matias
JHEP 0301, 074



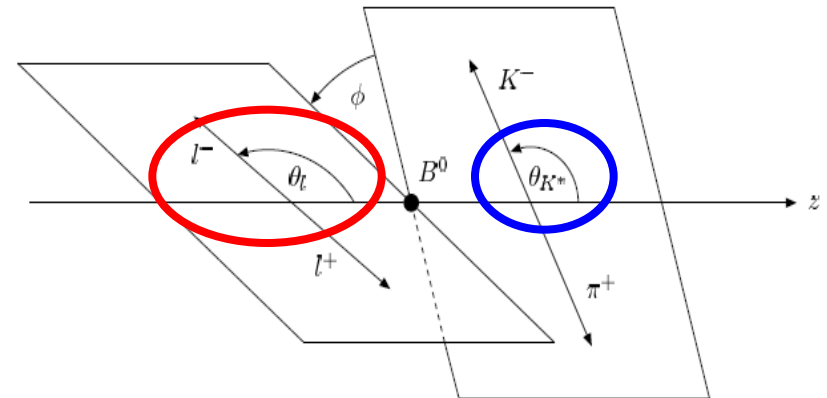
$b \rightarrow s \ell^+ \ell^-$: theory

- $B \rightarrow K^* \ell^+ \ell^-$, a 4-body decay $\rightarrow$ Plenty of angular observables to constrain NP!

Just a few examples:

- F_L , longitudinal K^* polarization:
($\cos \theta_{K^*}$, angle between K and B in K^* rest frame)

$$\frac{3}{2} F_L \cos^2 \theta_K + \frac{3}{4} (1 - F_L) (1 - \cos^2 \theta_K)$$

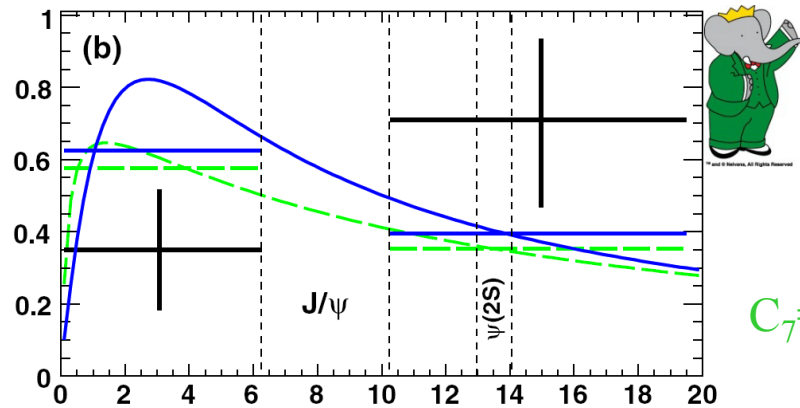
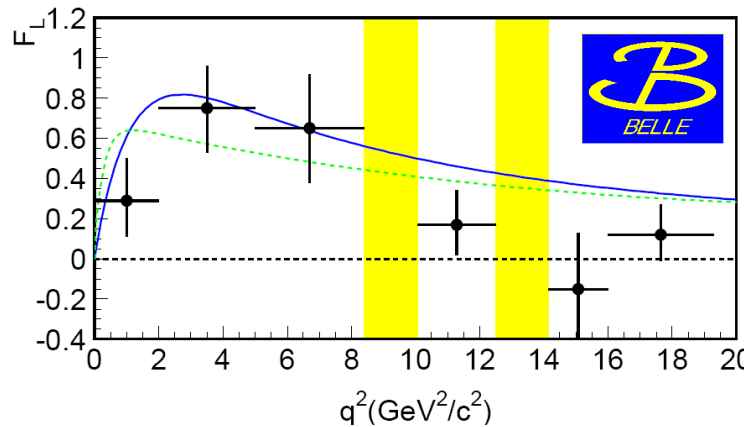


- Forward-backward asymmetry A_{FB} :
($\cos \theta_{\ell}$, angle between $\ell^+(\ell^-)$ and $B(\bar{B})$ in $\ell^+ \ell^-$ rest frame)

$$A_{FB} = \frac{\Gamma(q^2, \cos \theta_{\ell_-} > 0) - \Gamma(q^2, \cos \theta_{\ell_-} < 0)}{\Gamma(q^2, \cos \theta_{\ell_-} > 0) + \Gamma(q^2, \cos \theta_{\ell_-} < 0)}$$

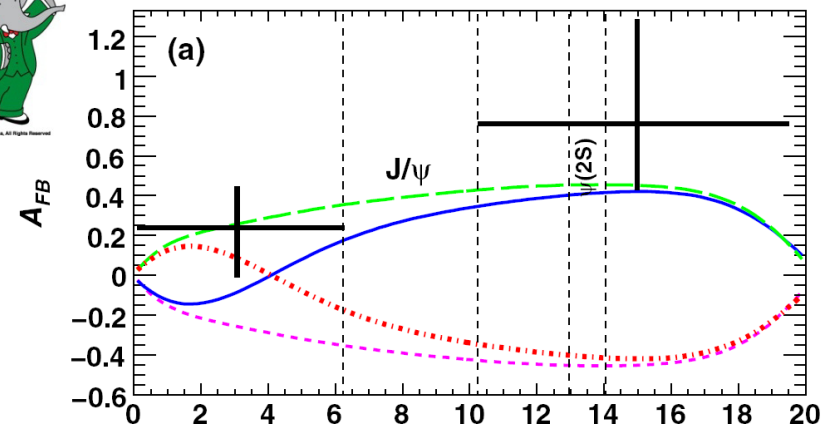
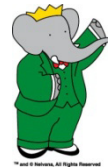
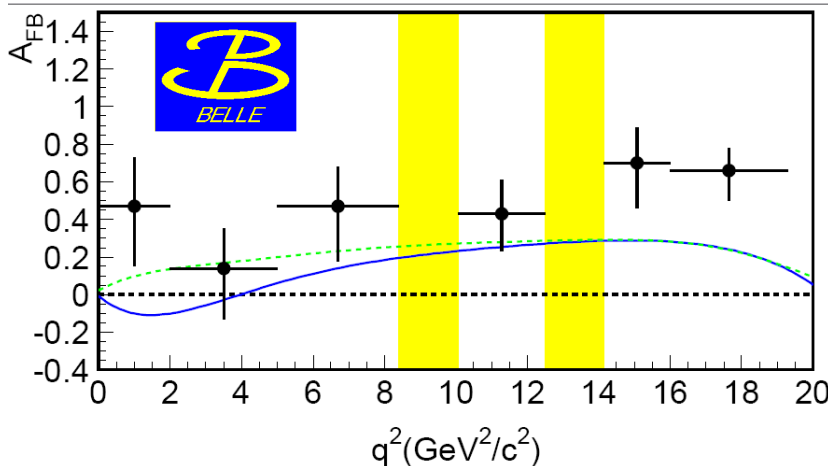
$b \rightarrow s \ell^+ \ell^-$: experimental results

- Angular observables: measurements of F_L and A_{FB}
- Consistent with SM, but **very much statistics-limited!** A task for LHCb...



SM, blue

$C_7 = -C_7^{SM}$, green



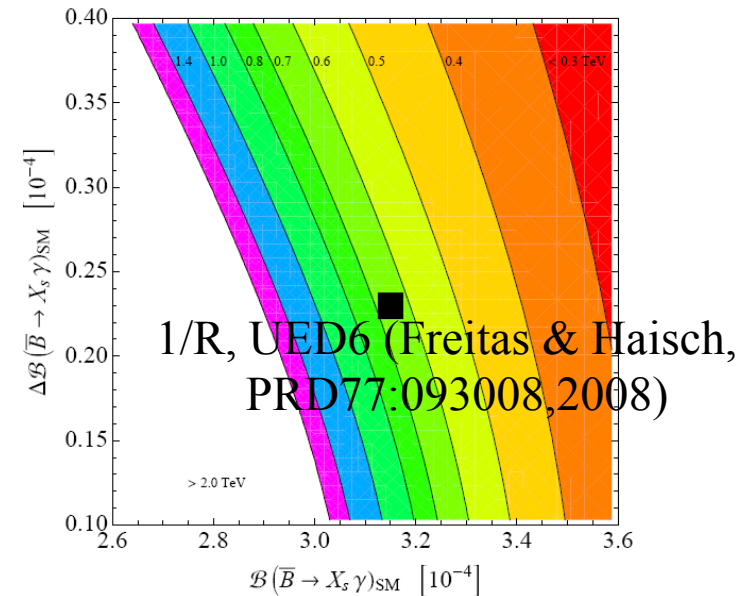
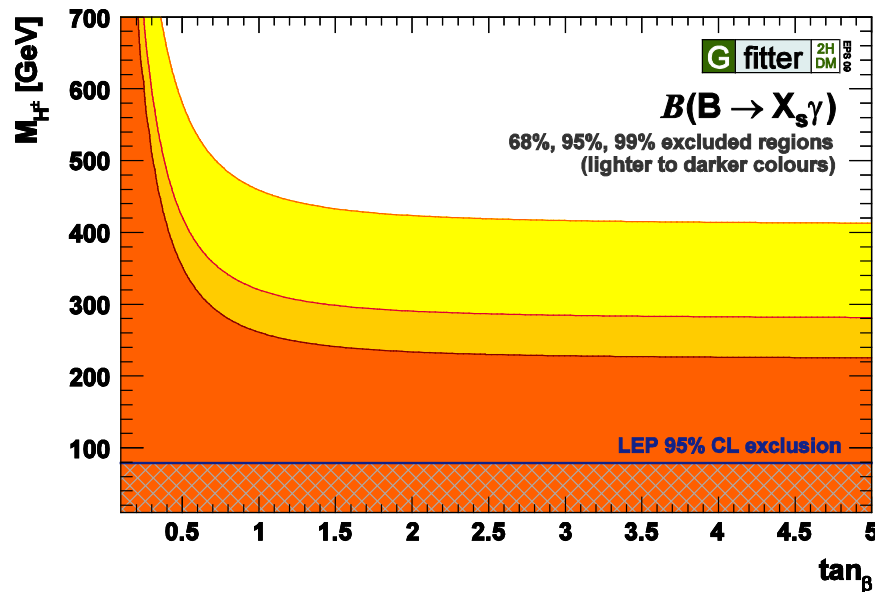
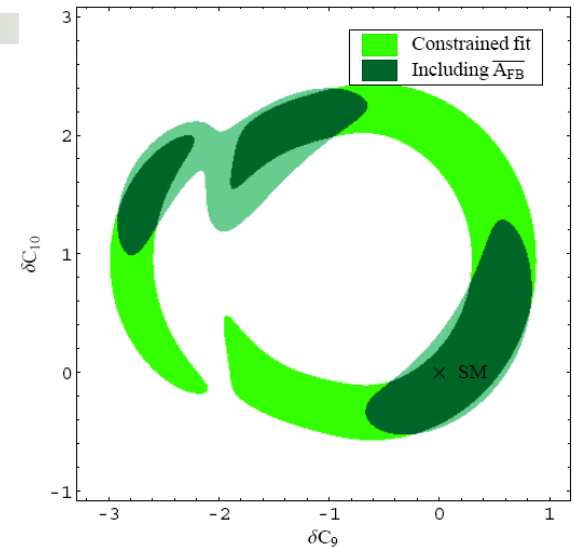
Constraints on NP

C_9, C_{10} in MFV (Hurth et al, Nucl.Phys.B808:326-346,2009)

- Observables from radiative modes clean and very sensitive to NP.

Just a few examples:

- $B \rightarrow X_s \gamma$ implies $m_{H^\pm} > 295 \text{ GeV}$ (2HDM type II); scale of extra dimensions $R^{-1} > 650 \text{ GeV}$ (UED6)
- $b \rightarrow s \ell^+ \ell^-$ constrains Wilson coeffs C_9, C_{10} , sign of C_7

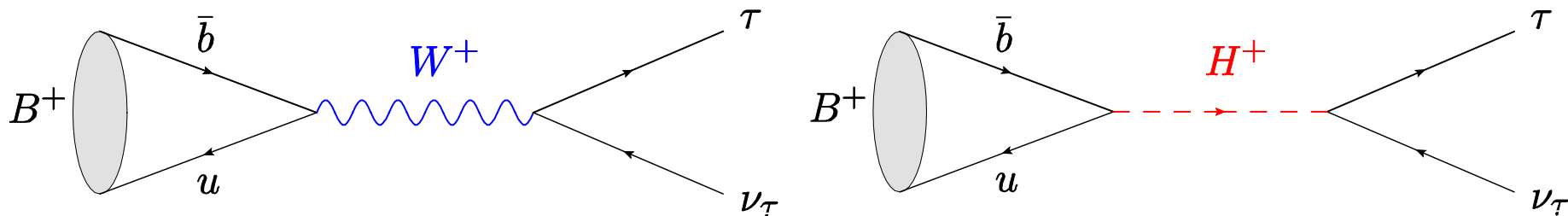




Leptonic and semileptonic B decays

B → ℓ ν: theory

- Proceeds through annihilation diagram in SM. Other contributions (e.g. charged Higgs in 2HDM or SUSY) possible BSM.

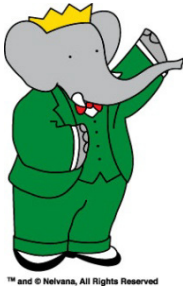


$$BF(B \rightarrow \ell \nu)_{\text{SM}} = \frac{G_F^2 m_B}{8\pi} m_\ell^2 \left(1 - \frac{m_\ell^2}{m_B^2}\right)^2 f_B^2 |V_{ub}|^2 \tau_B$$

- Sensitive to V_{ub} and f_B
- Light leptons are helicity suppressed, tau channel ~ within reach of B factories:

$$BF(B \rightarrow \tau \nu) \sim 10^{-4}$$

$$BF(B \rightarrow e \nu) \sim 10^{-11}, BF(B \rightarrow \mu \nu) \sim 10^{-7}$$



$B \rightarrow (e/\mu)\nu$: experiment

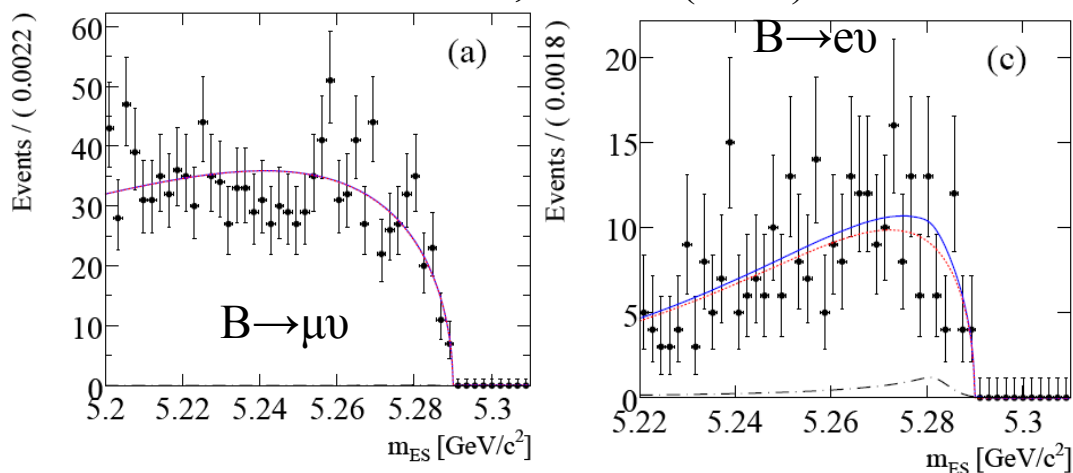
- BaBar has published search of $B \rightarrow (e/\mu)\nu$ with an **inclusive approach**.
- Select high momentum leptons as B candidates.

Leptons monochromatic in B rest frame $\rightarrow$ boost to B rest frame with momentum inferred from rest of event. Fit m_{ES} and combination of event-shape variables.

NEW

	$B \rightarrow e\nu$	$B \rightarrow \mu\nu$
Sig. eff	$(4.7 \pm 0.2)\%$	$(6.1 \pm 0.2)\%$
Sig. yield	17.9 ± 17.6	1.4 ± 17.2
BF UL @ 90% CL	$< 1.9 \times 10^{-6}$	$< 1.0 \times 10^{-6}$

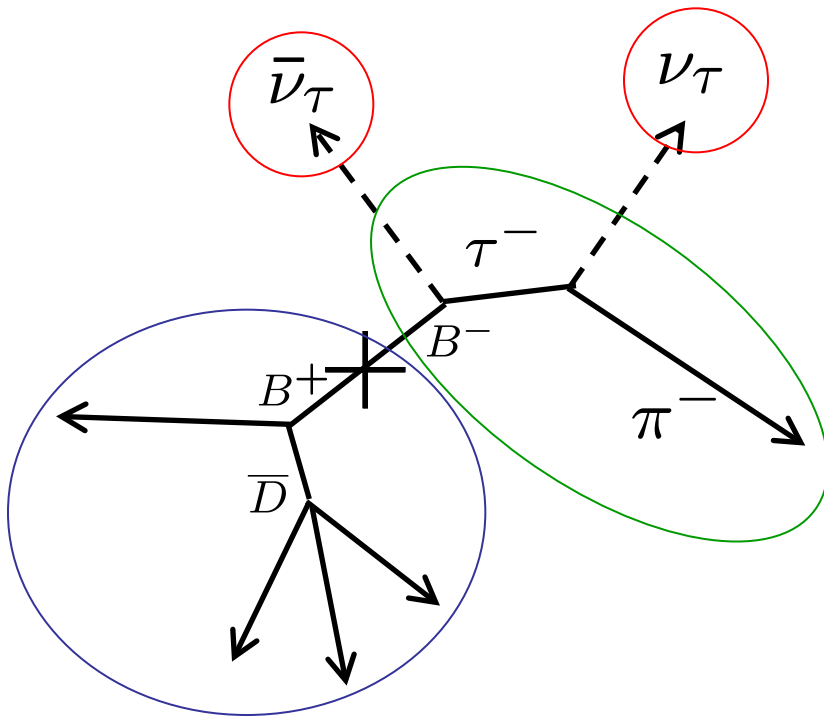
PRD79,091101 (2009)



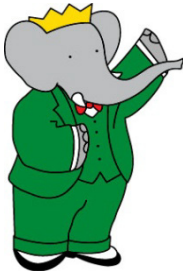
c.f. Belle's $BF(B \rightarrow e\nu) < 0.98 \times 10^{-6}$, $BF(B \rightarrow \mu\nu) < 1.7 \times 10^{-6}$ (Phys.Lett.B 647, 2006)

$B \rightarrow \tau \nu$: experiment

- Experimentally challenging due to presence of at least **two neutrinos**.
- Reconstruct both B mesons in the decay (**signal** and **Btag**), and require nothing else in the event (no other tracks and cal energy $E_{\text{extra}} \approx 0$).



- Signal** is reconstructed in $\tau \rightarrow e \nu$, $\tau \rightarrow \mu \nu$, $\tau \rightarrow \pi \nu$, $\tau \rightarrow \pi \pi \nu$, (71% of all tau decays)
- Btag** can be reconstructed in semileptonic modes (*SL tag*), or in hadronic modes (*had tag*)
- SL tag more efficient ($\sim 1.5\%$) but less clean due to extra neutrino
- Had tag less efficient ($\sim 0.15\%$) but cleaner
- SL tag and Had tag samples uncorrelated



$B \rightarrow \tau \nu$: experiment



- Belle's SL tag analysis of 657×10^6 BB pairs

Fit yields 154^{+36}_{-35} signal events.

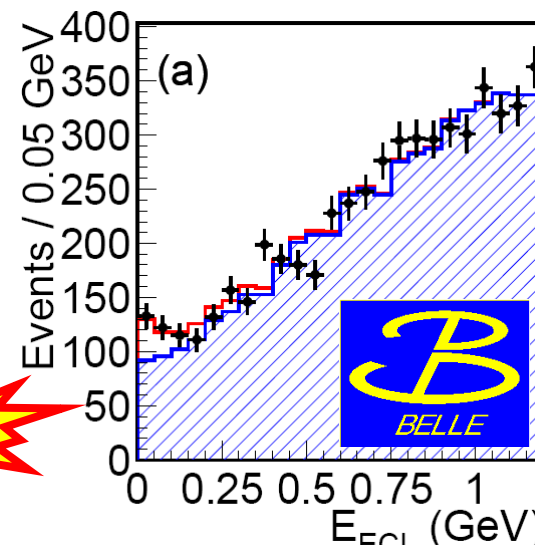
$$BF(B \rightarrow \tau \nu) = (1.65 \pm 0.38 \pm 0.36) \times 10^{-4} \quad (2.8\sigma)$$

- BaBar new SL tag analysis of full dataset

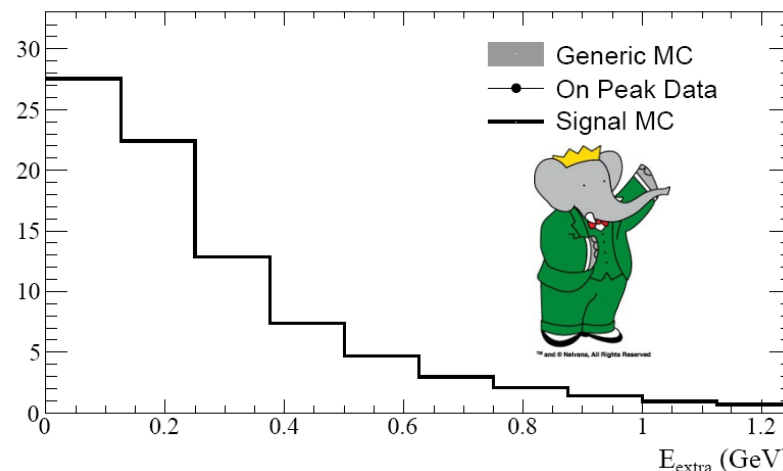
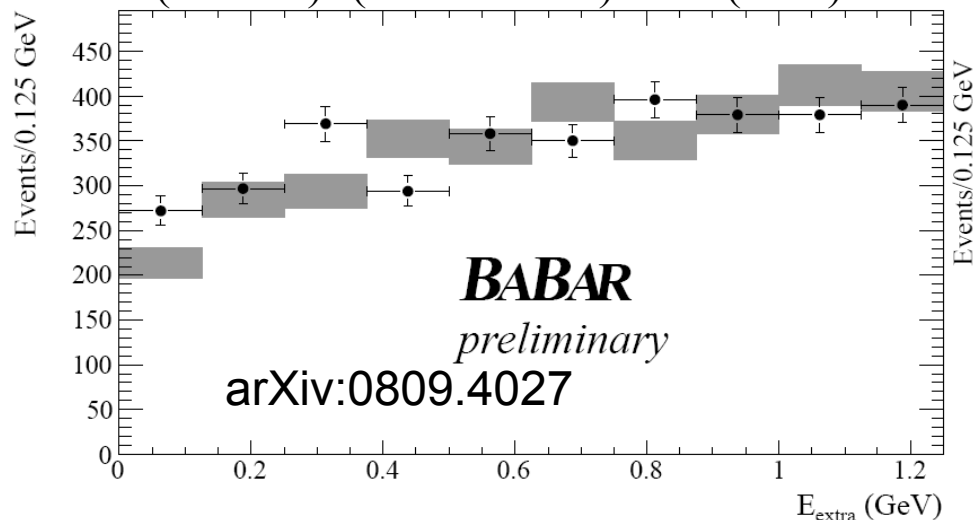
Expected bkg: 521 ± 31 Observed: 610

$$BF(B \rightarrow \tau \nu) = (1.8 \pm 0.8 \pm 0.1) \times 10^{-4} \quad (2.4\sigma)$$

arXiv:0809.3834



NEW



B → τν: experiment

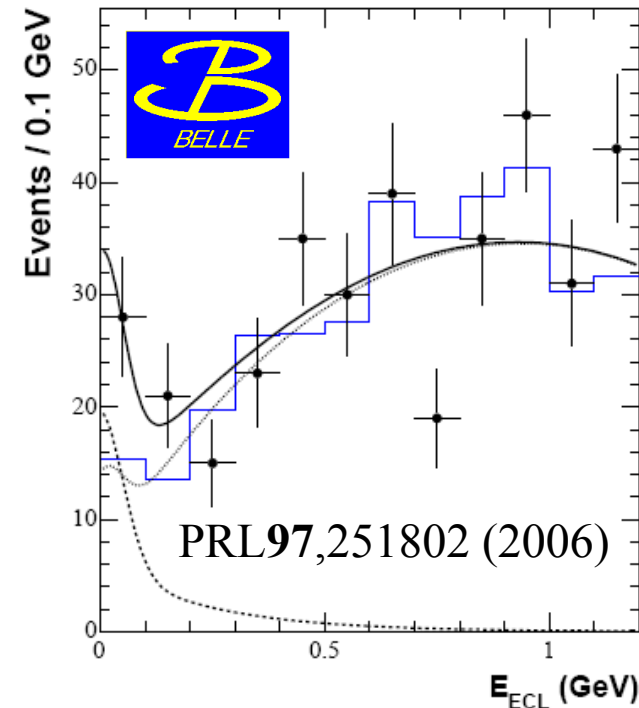
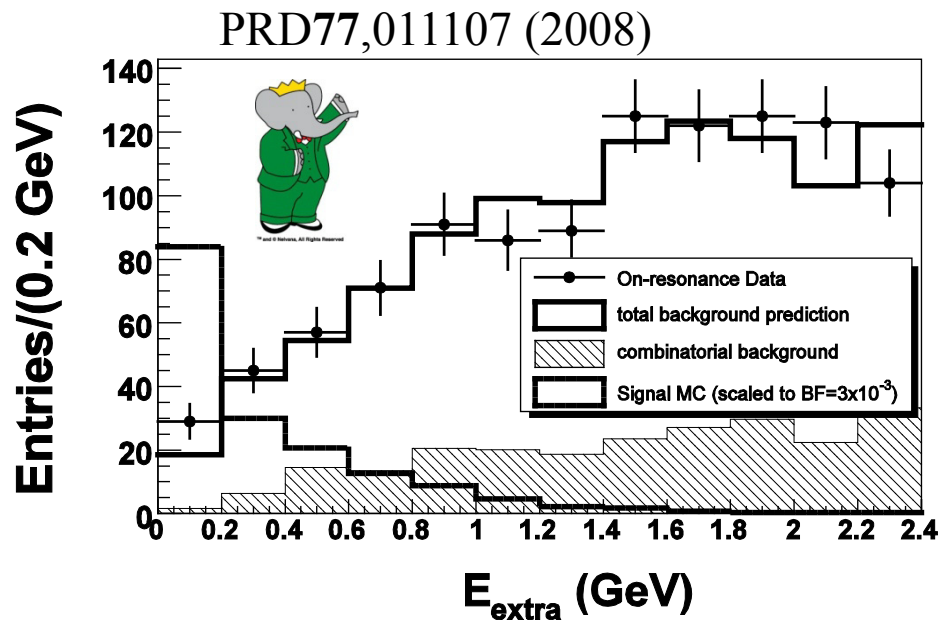
Agree with older Had tag analyses (independent samples)

Belle (449 × 10⁶ BB pairs):

$$\text{BF}(B \rightarrow \tau \nu) = (1.79^{+0.56}_{-0.49} {}^{+0.46}_{-0.51}) \times 10^{-4} \quad (3.5\sigma)$$

Babar (383 × 10⁶ BB pairs):

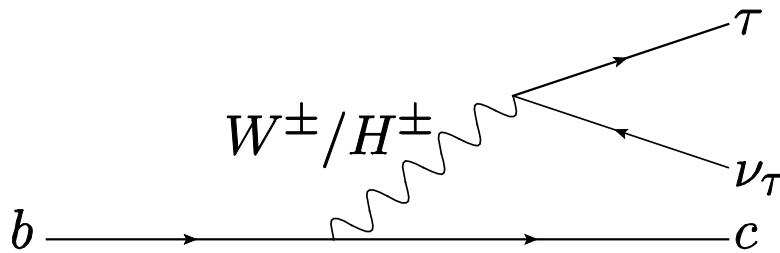
$$\text{BF}(B \rightarrow \tau \nu) = (1.8^{+0.9}_{-0.8} \pm 0.4 \pm 0.2) \times 10^{-4} \quad (2.2\sigma)$$



$$\text{BF}(B \rightarrow \tau \nu) = (1.73 \pm 0.35) \times 10^{-4}$$

B → D^(*)τν: theory

- $b \rightarrow c\tau\nu$, similar to $B \rightarrow \tau\nu$: **sensitive to NP** contributions such as charged Higgs
- **Higher BFs than $B \rightarrow \tau\nu$** : $\sim 10^{-2}$ vs $\sim 10^{-4}$



Chen and Geng (2006), JHEP 0610,053	SM BF (%)
$B^0 \rightarrow D\tau\nu$	0.69 ± 0.04
$B^0 \rightarrow D^{(*)}\tau\nu$	1.41 ± 0.07

- Cleaner SM predictions than $B \rightarrow \tau\nu$ because V_{cb} better known than V_{ub}
- Spin zero of Higgs → charged Higgs affects D/D^* differently.
Tau polarization very sensitive.
- Experimentally, same reconstruction techniques as $B \rightarrow \tau\nu$ → very low eff $\sim 10^{-5}$
- Extract BF ratio of $B \rightarrow D^{(*)}\ell\nu$ and $B \rightarrow D^{(*)}\tau(\rightarrow \ell\nu)\nu$
- Fit e.g. unobserved particles mass (m_{miss}^2) and tau daughter momentum (p_l)

$B \rightarrow D^{(*)} \tau \nu$: experiment

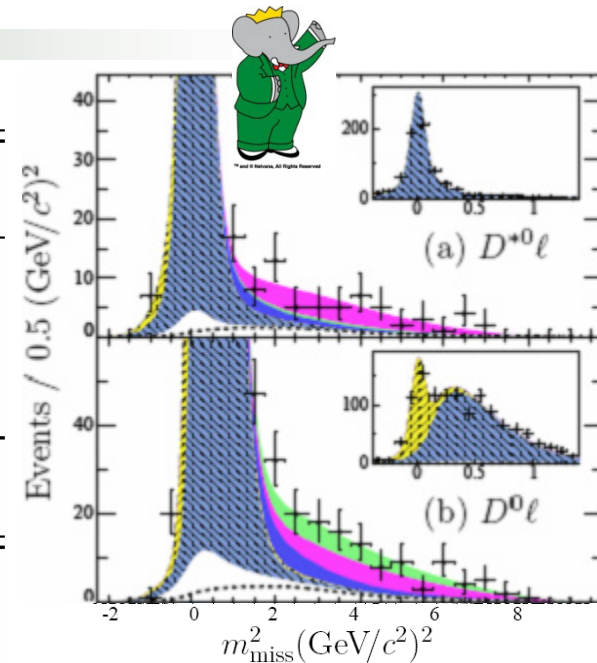
- Had tag analyses.

BaBar (232/fb, PRD79,092002)

NEW

Mode	$\mathcal{B}$ [%]	σ_{tot} (σ_{stat})
$B^- \rightarrow D^0 \tau^- \bar{\nu}_\tau$	$0.67 \pm 0.37 \pm 0.11 \pm 0.07$	1.8 (1.8)
$B^- \rightarrow D^{*0} \tau^- \bar{\nu}_\tau$	$2.25 \pm 0.48 \pm 0.22 \pm 0.17$	5.3 (5.8)
$\bar{B}^0 \rightarrow D^+ \tau^- \bar{\nu}_\tau$	$1.04 \pm 0.35 \pm 0.15 \pm 0.10$	3.3 (3.6)
$\bar{B}^0 \rightarrow D^{*+} \tau^- \bar{\nu}_\tau$	$1.11 \pm 0.51 \pm 0.04 \pm 0.04$	2.7 (2.7)
$B \rightarrow D \tau^- \bar{\nu}_\tau$	$0.86 \pm 0.24 \pm 0.11 \pm 0.06$	3.6 (4.0)
$B \rightarrow D^* \tau^- \bar{\nu}_\tau$	$1.62 \pm 0.31 \pm 0.10 \pm 0.05$	6.2 (6.5)

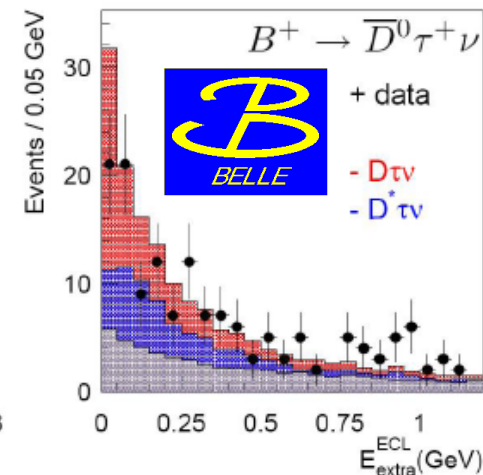
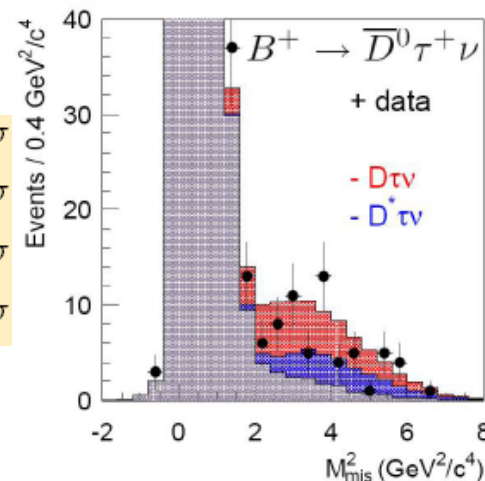
Agree with SM,
dominated by
stat errors



and Belle (605/fb,
W. Dungen @ EPS09)

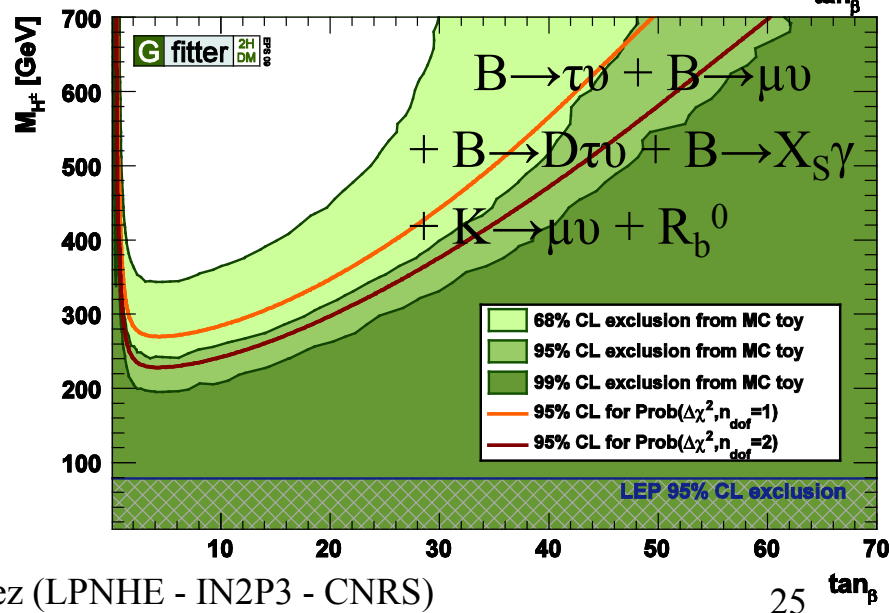
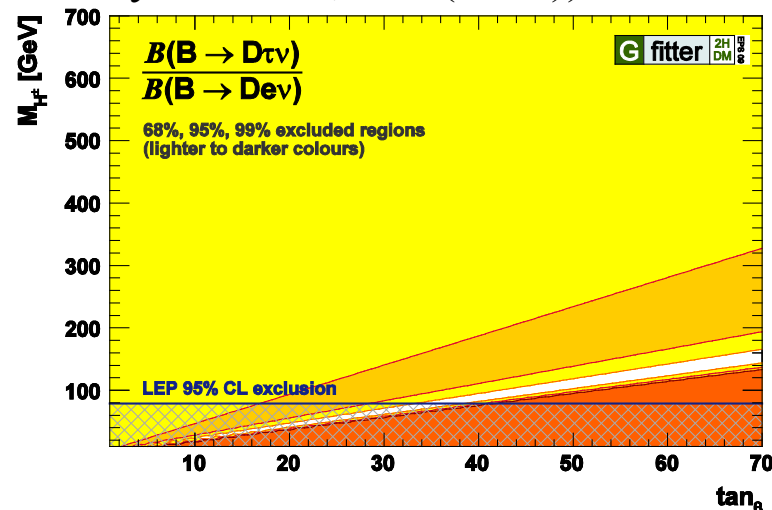
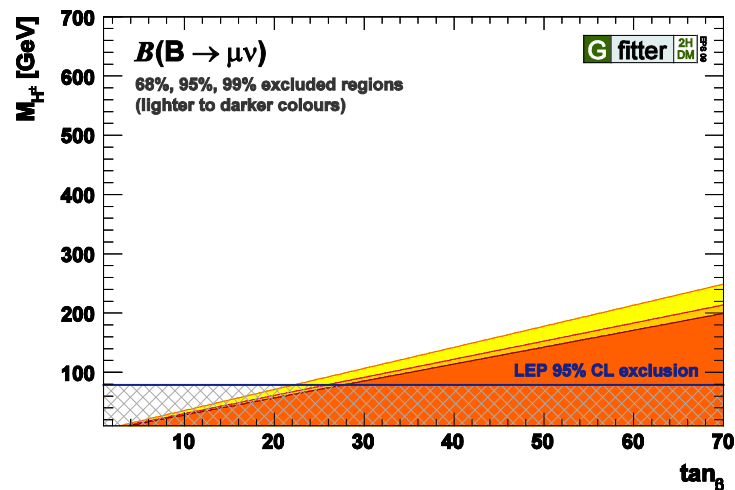
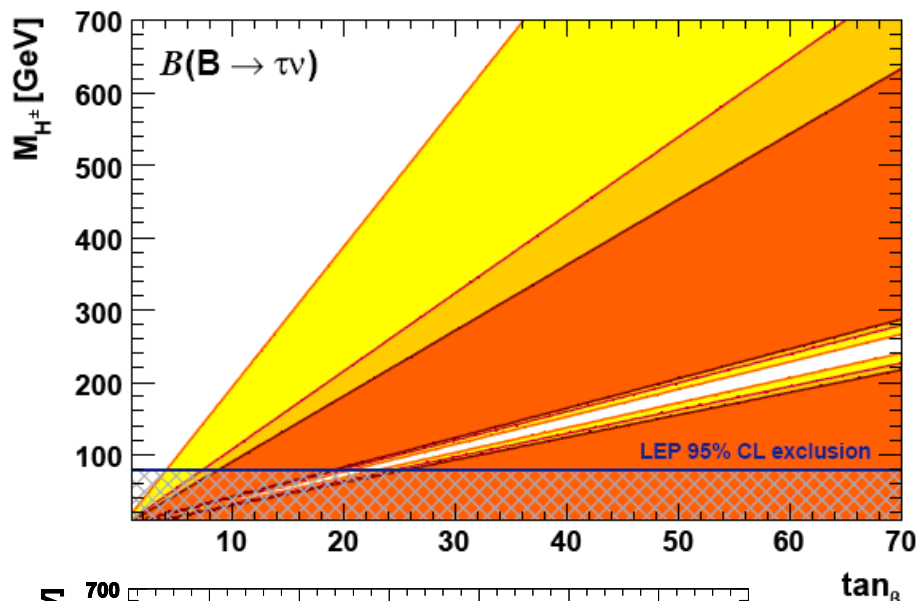
NEW

$$\begin{aligned}
 \mathcal{B}(B^+ \rightarrow \bar{D}^0 \tau^+ \nu) &= 1.51^{+0.41}_{-0.39}(\text{stat})^{+0.24}_{-0.19}(\text{syst}) \pm 0.15(\text{norm})\% \quad 3.8\sigma \\
 \mathcal{B}(B^+ \rightarrow \bar{D}^{*0} \tau^+ \nu) &= 3.04^{+0.69}_{-0.66}(\text{stat})^{+0.40}_{-0.47}(\text{syst}) \pm 0.22(\text{norm})\% \quad 3.9\sigma \\
 \mathcal{B}(B^0 \rightarrow D^- \tau^+ \nu) &= 1.01^{+0.46}_{-0.41}(\text{stat})^{+0.13}_{-0.11}(\text{syst}) \pm 0.10(\text{norm})\% \quad 2.6\sigma \\
 \mathcal{B}(B^0 \rightarrow D^{*-} \tau^+ \nu) &= 2.56^{+0.75}_{-0.66}(\text{stat})^{+0.31}_{-0.22}(\text{syst}) \pm 0.10(\text{norm})\% \quad 4.7\sigma
 \end{aligned}$$



Constraints on NP from (semi)leptonic

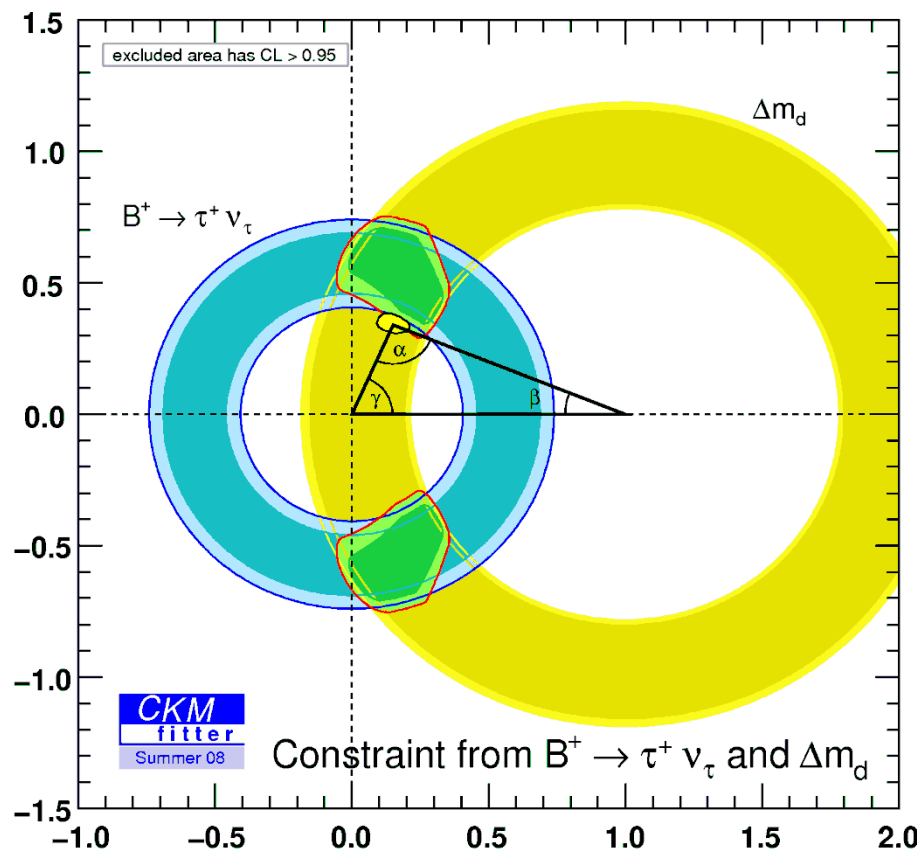
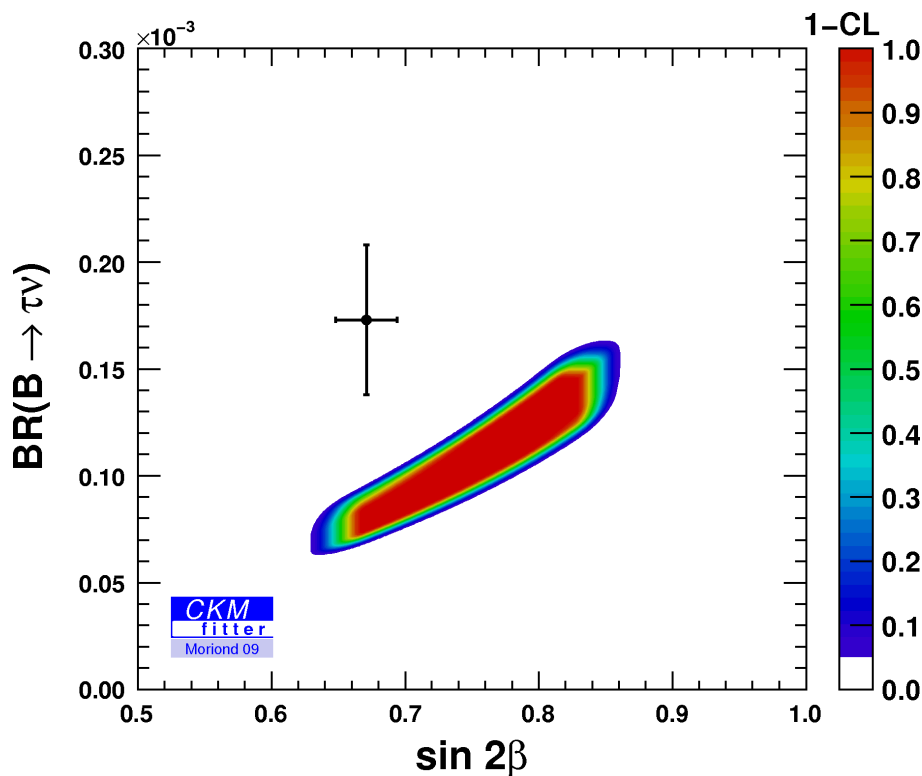
Ex: constraints on 2HDM Type II. Plots from Gfitter (Eur. Phys. J. C **60**, 543 (2009))



B → TU: tensions in CKM fit

- Worth pointing out: tensions in SM regarding $\sin 2\beta$ and $B \rightarrow TU$
- $(B \rightarrow TU + \Delta m_d)$ and $\sin 2\beta$ predict different (ρ, η) :

$B \rightarrow TU$ too high or $\sin 2\beta$ too low!



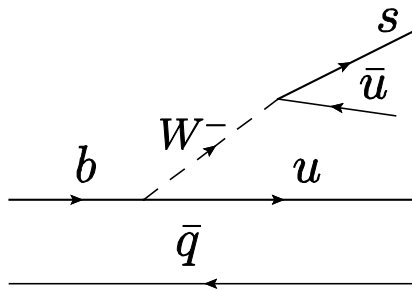


$K\pi$ puzzle

$B \rightarrow K\pi$: naïve theoretical expectations

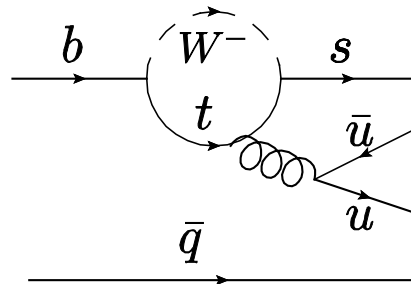
- Four contributions: (gluonic) Penguin, Tree, Colour-suppressed tree and EW penguin
- Naïve theoretical assumption: can neglect colour-suppressed tree and EW penguin

$$\rightarrow A_{CP}(K^+\pi^-) \approx A_{CP}(K^+\pi^0)$$



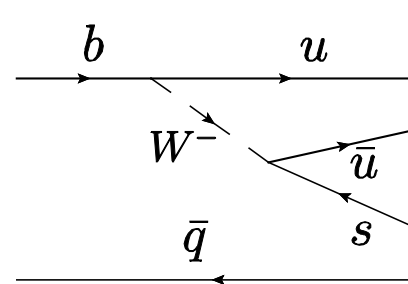
Tree

$K^+\pi^-$ $K^+\pi^0$



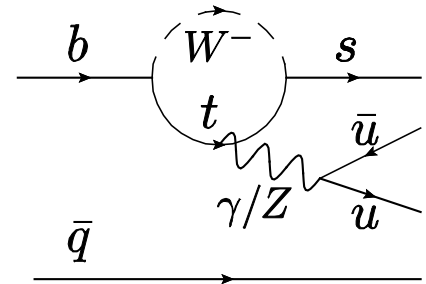
(gluonic) Penguin

$K^+\pi^-$ $K^+\pi^0$



Color-suppressed tree

$K^+\pi^0$



EW penguin

$K^+\pi^0$

- Independent sum rule holds in SM and relates A_{CP} s of $K^+\pi^-$, $K^0\pi^+$, $K^+\pi^0$, $K^0\pi^0$ (M. Gronau, PLB 627,82 (2005)):

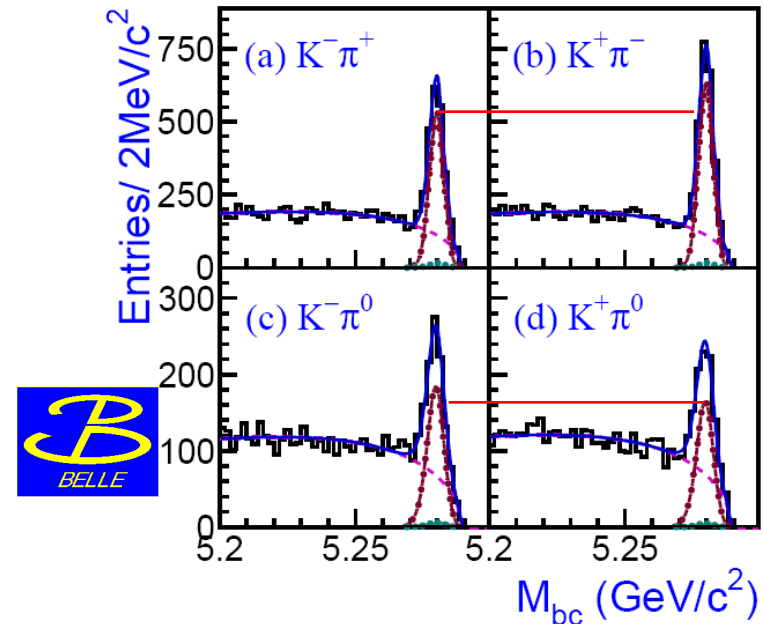
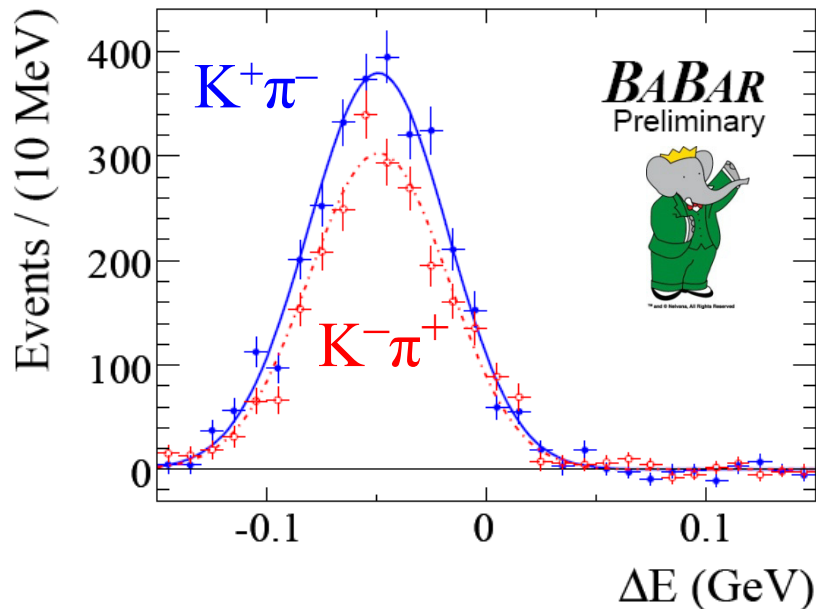
$$A_{CP}(K^+\pi^-) + A_{CP}(K^0\pi^+) \approx A_{CP}(K^+\pi^0) + A_{CP}(K^0\pi^0)$$

$B \rightarrow K\pi: \Delta A_{CP}$

$$\Delta A_{CP} = A_{CP}(K^+\pi^-) - A_{CP}(K^+\pi^0) \neq 0$$

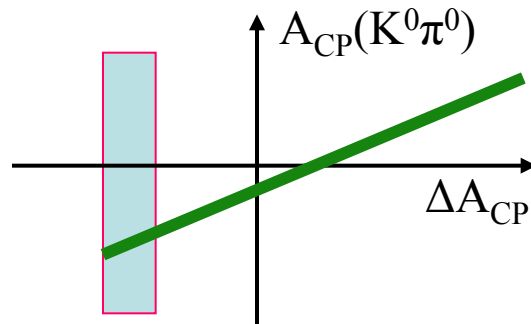
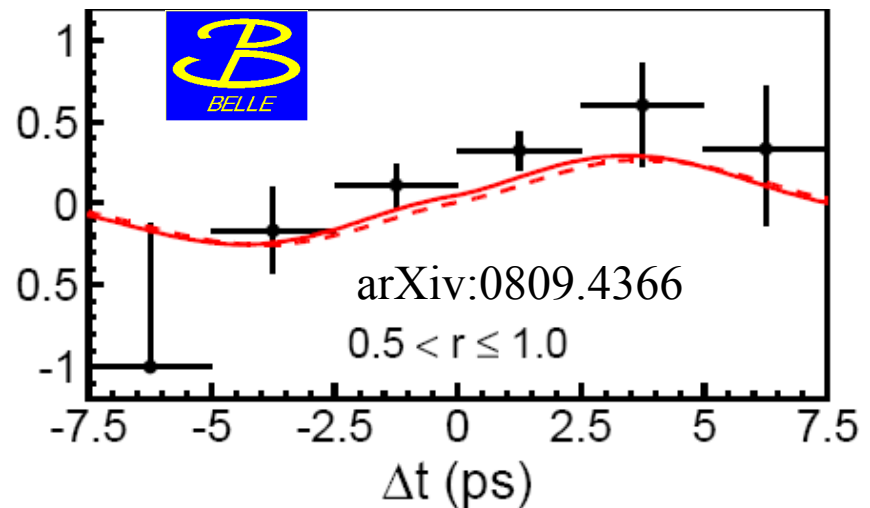
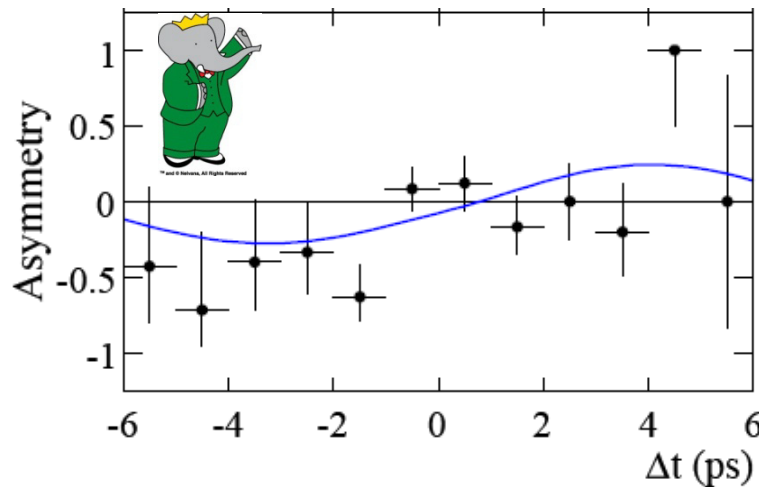
(BaBar, arXiv:0807.4226 and Belle, Nature 452, 332 (2008))

A_{CP}	BaBar	Belle	HFAG average
$K^+\pi^-$	$-0.107 \pm 0.016 \pm 0.006$	$-0.094 \pm 0.018 \pm 0.08$	-0.098 ± 0.012
$K^+\pi^0$	$0.030 \pm 0.039 \pm 0.010$	$0.07 \pm 0.03 \pm 0.01$	0.050 ± 0.025



B → Kπ: time-dep. K⁰π⁰

BaBar recent update: time-dependent (TD) analysis of B → K⁰π⁰ (PRD79:052003,2009)



Sum rule predicts

$$A_{CP}(K^0\pi^0) = -0.151 \pm 0.043$$

TDCP K ⁰ π ⁰	BaBar	Belle
S	0.55 ± 0.20 ± 0.03	0.67 ± 0.31 ± 0.08
A_{CP}	-0.13 ± 0.13 ± 0.03	0.14 ± 0.13 ± 0.06

Agreement of A_{CP} average and sum rule prediction at 1.5σ

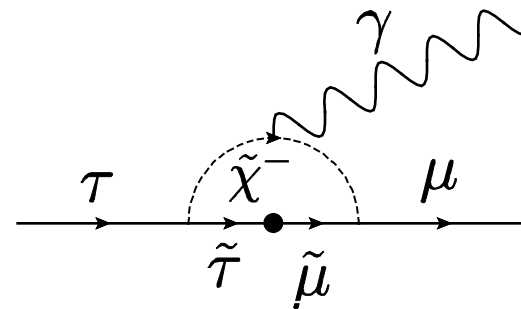
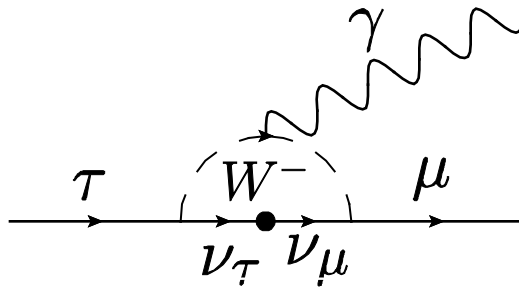
Stat errors with full BaBar dataset too large...



Lepton Flavour Violation (LFV) in τ decays

LFV in τ decays : introduction

- Neutrino mixing introduces LFV in SM at levels many orders of magnitudes below our present experimental reach



→ Any LFV experimental detection due to New Physics

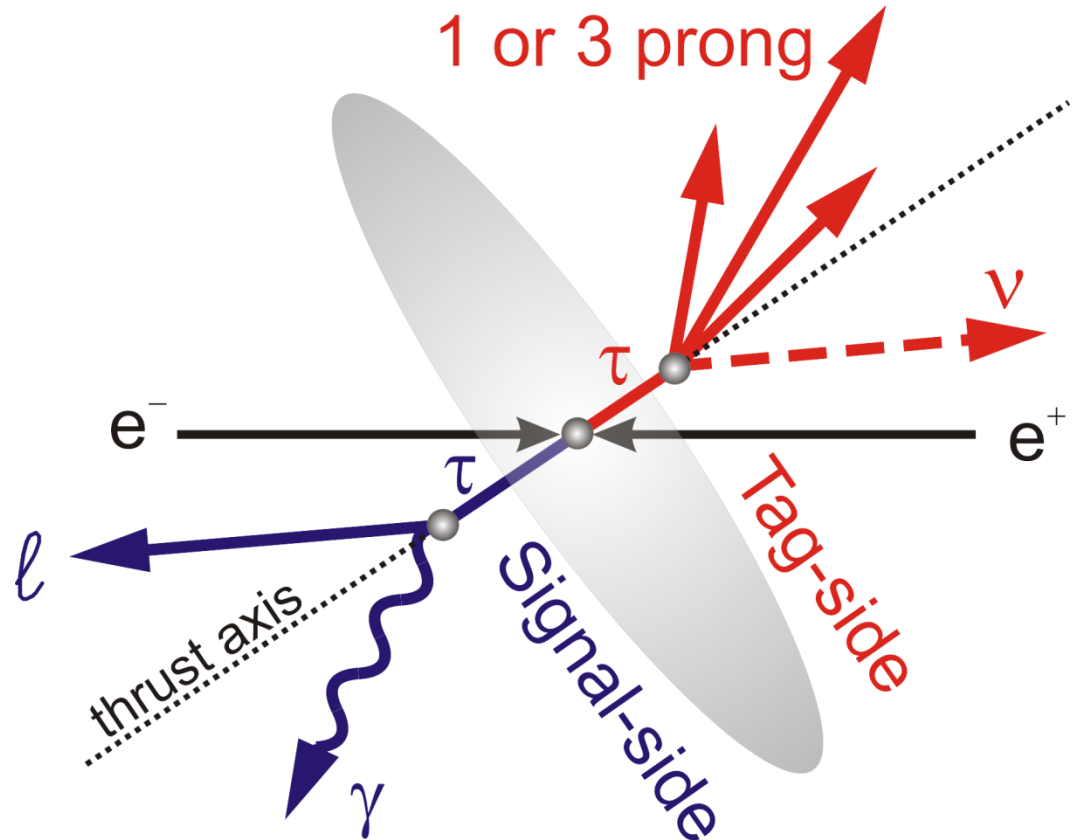
	A. Cervelli CIPANP 09	$\tau \rightarrow \mu \gamma$	$\tau \rightarrow \ell \ell \ell$
SM + ν mixing	Lee, Shrock, PRD 16 (1977) 1444 Cheng, Li, PRD 45 (1980) 1908	$10^{-54} - 10^{-40}$	10^{-40}
SUSY Higgs	Dedes, Ellis, Raidal, PLB 549 (2002) 159 Brignole, Rossi, PLB 566 (2003) 517	10^{-10}	10^{-7}
SM + heavy Maj ν_R	Cvetic, Dib, Kim, Kim, PRD 66 (2002) 034008	10^{-9}	10^{-10}
Non-universal Z'	Yue, Zhang, Liu, PLB 547 (2002) 252	10^{-9}	10^{-8}
SUSY $SO(10)$	Masiero, Vempati, Vives, NPB 649 (2003) 189 Fukuyama, Kikuchi, Okada, PRD 68 (2003) 033012	10^{-8}	10^{-10}
mSUGRA + Seesaw	Ellis, Gomez, Leontaris, Lola, Nanopoulos, EPJ C14 (2002) 319 Ellis, Hisano, Raidal, Shimizu, PRD 66 (2002) 115013	10^{-7}	10^{-9}

E.g. $\tau \rightarrow \mu \gamma$,
 $BF_{SM} \sim 10^{-54} \rightarrow BF_{NP} \sim 10^{-7}$

$\tau \rightarrow \ell \ell \ell$,
 $BF_{SM} \sim 10^{-40} \rightarrow BF_{NP} \sim 10^{-7}$

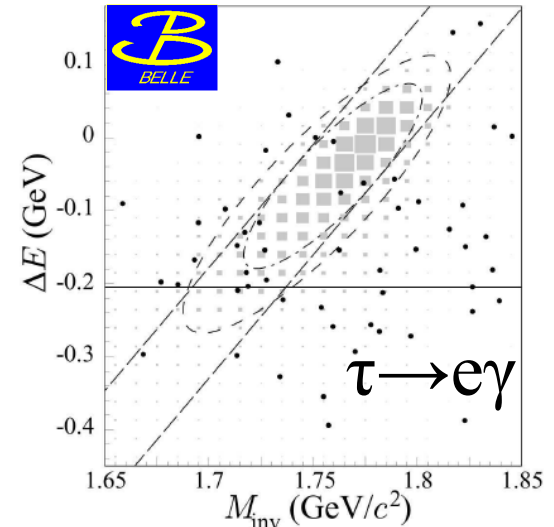
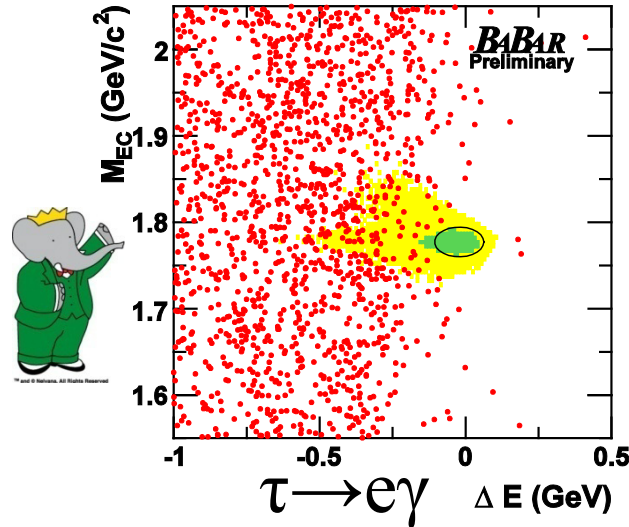
LFV in τ decays: exp. approach

- Separate signal and tag hemispheres in CM system
- Require 1-prong tau decays ($\sim 85\%$) on **tag side**, fully reconstruct **signal side** (no missing energy e.g. $\tau \rightarrow \ell \ell \ell$)
 $\rightarrow$ use usual m_{ES} , ΔE variables
- Define (blind) signal region, estimate backgrounds from sidebands
- Count/fit events in signal region, estimate upper limits



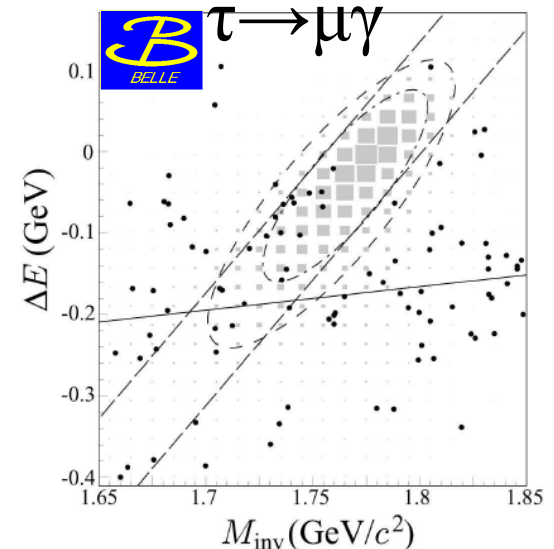
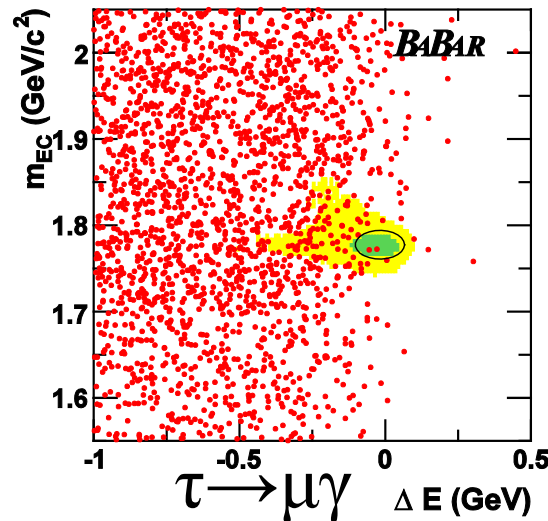
LFV in τ decays: $\tau \rightarrow \ell \gamma$

- BaBar (515/fb, sub. to PRL, arXiv:0908.2381) and Belle (535/fb, Phys.Lett.B666:16) results
- Number of events found in signal boxes consistent with background estimations



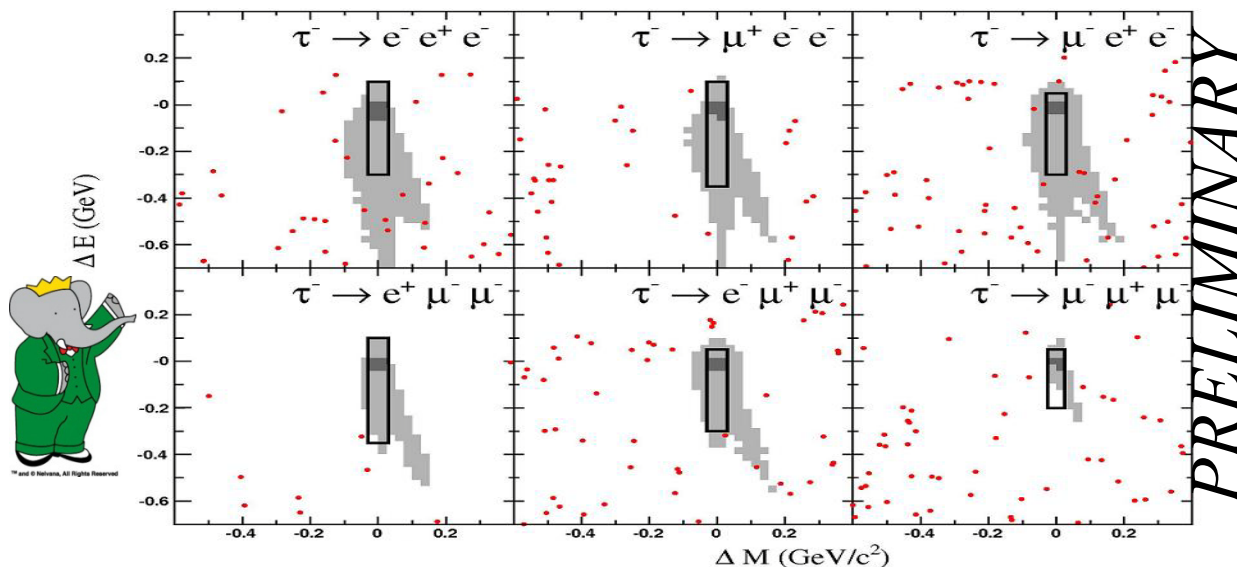
Mode	NEW BaBar BF	Belle BF
$\tau \rightarrow e \gamma$	$< 3.3 \times 10^{-8}$	$< 1.2 \times 10^{-7}$
$\tau \rightarrow \mu \gamma$	$< 4.4 \times 10^{-8}$	$< 4.5 \times 10^{-8}$

(all ULs at 90% CL)



LFV in τ decays: $\tau \rightarrow \ell\ell\ell$

- BaBar (472/fb, *preliminary*, CIPANP'09) and Belle (Phys.Lett.B660:154, 782/fb)
- No events seen by any experiment in signal regions



- Results start to constrain several NP models

Mode	ϵ [%]	BABAR (Belle)	UL [$\times 10^{-8}$]	BABAR (Belle)
$e^+e^-e^+$		8.6 (6.0)		2.9 (2.7)
$e^+e^-\mu^+$		8.8 (9.3)		2.2 (1.8)
$e^+e^+\mu^-$		12.6 (11.5)		1.8 (1.5)
$e^+\mu^-\mu^+$		6.4 (6.1)		3.2 (2.7)
$e^-\mu^+\mu^+$		10.2 (10.1)		2.6 (1.7)
$\mu^+\mu^-\mu^+$		6.6 (7.6)		3.3 (2.1)

	$\tau \rightarrow \mu\gamma$	$\tau \rightarrow \ell\ell\ell$
SM + ν mixing	$10^{-54} - 10^{-40}$	10^{-40}
SUSY Higgs	10^{-10}	10^{-7}
SM + heavy Maj ν_R	10^{-9}	10^{-10}
Non-universal Z'	10^{-9}	10^{-8}
SUSY SO(10)	10^{-8}	10^{-10}
mSUGRA + Seesaw	10^{-7}	10^{-9}

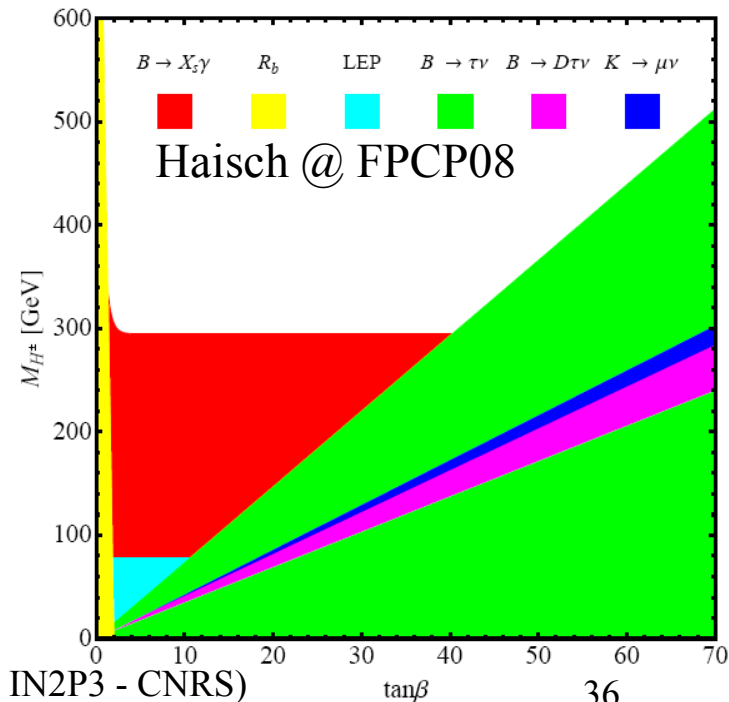
Conclusions

B factories developping rich programme searching for BSM physics that already constrains most popular NP models: MSSM, 2HDM, UED, RS...

A few examples discussed today:

- strong limits on charged Higgs mass from $b \rightarrow s\gamma$, $B \rightarrow \tau U$ and $B \rightarrow D^{(*)} \tau U$
- Model-indepedent constraints derived from $b \rightarrow s \ell^+ \ell^-$ based on Wilson coeffs C_7 , C_9 , C_{10}
- $K\pi$ puzzle still an open issue
- Searches of LFV τ -decays reaching NP-enhanced predictions

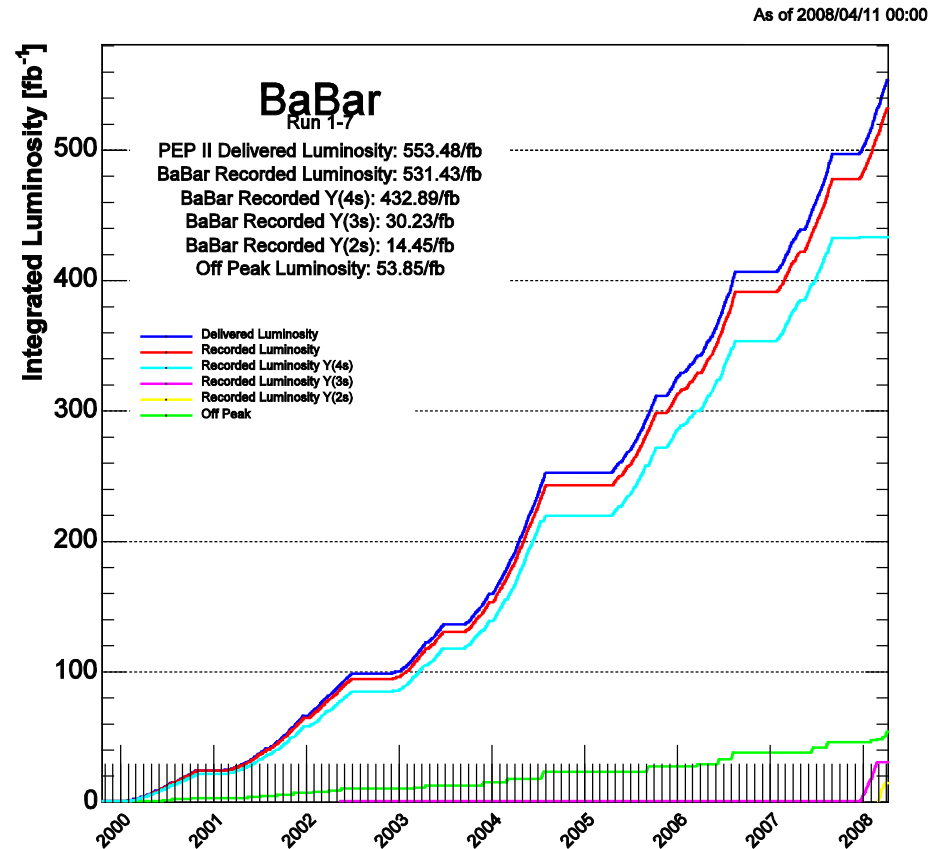
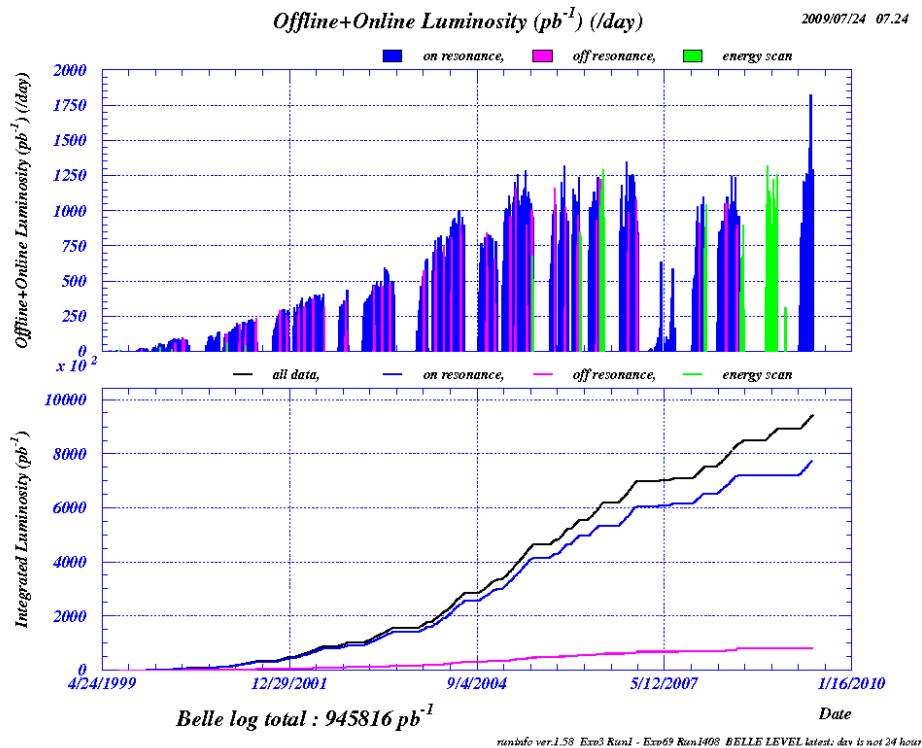
All of measurements discussed stats-limited:
looking forward to LHCb and/or SuperB(elle)
shedding further light on these issues!



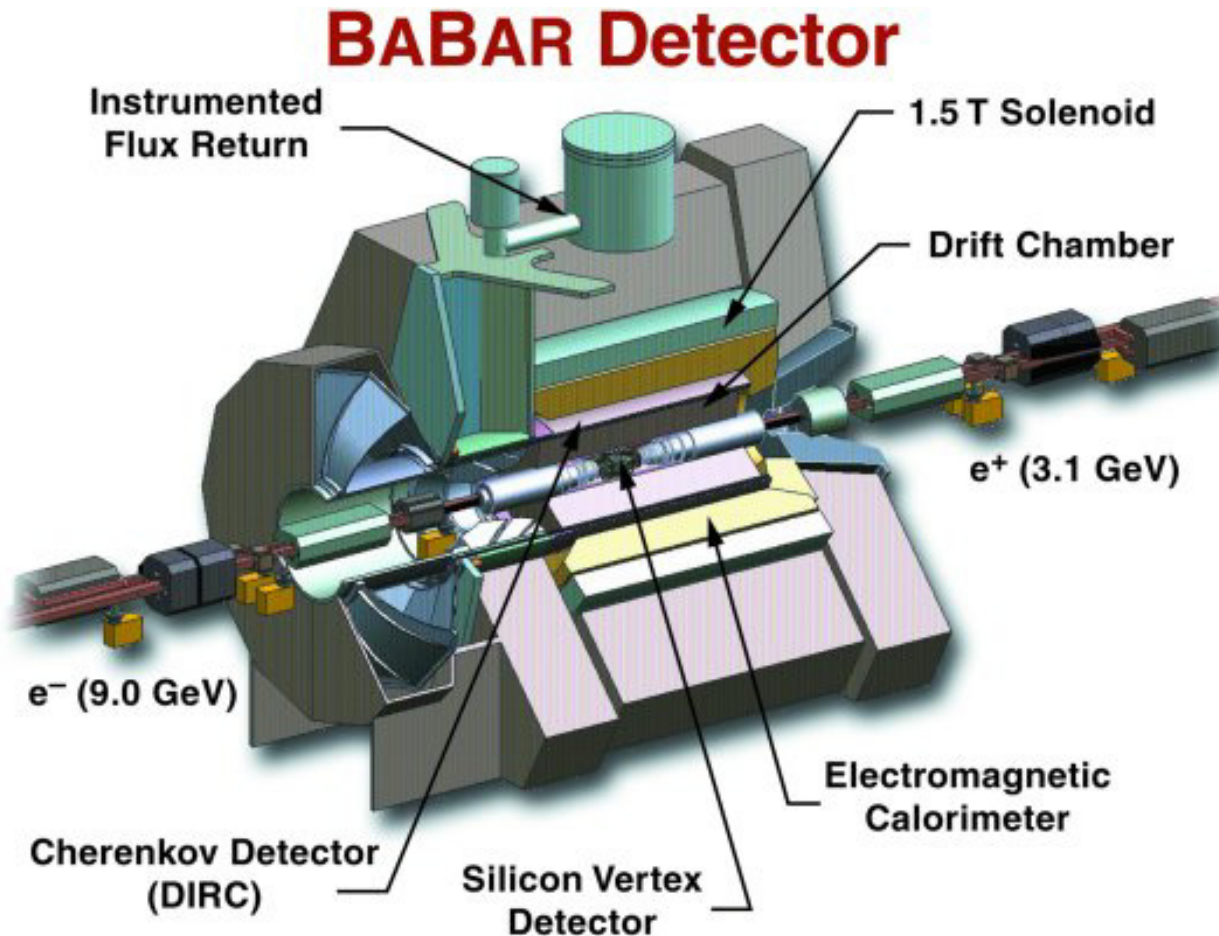


BACK UP SLIDES

Collected data



The BaBar experiment



- Asymmetric energies:
boost $\beta\gamma = 0.56$
- $\sqrt{s} = 10.58 \text{ GeV}$
 $= m(Y(4S)) \approx 2 m(B^0)$
so $e^+e^- \rightarrow Y(4S) \rightarrow BB$
- SVT: 100 μm resolution
in $\Delta z \sim \beta\gamma c\tau = 250 \mu\text{m}$
- SVT: good eff
for low p_t tracks
- PID from DIRC
essential for tagging
- Belle experiment
similar

$b \rightarrow s\gamma$



- SM: $BF = (3.15 \pm 0.23) \times 10^{-4}$ (Misiak et al)
 $BF = (2.98 \pm 0.26) \times 10^{-4}$ (Becher & Neubert)
- 2HDM Type II: constructive interference in $b \rightarrow s\gamma$, destructive in $B \rightarrow T U$

Outline

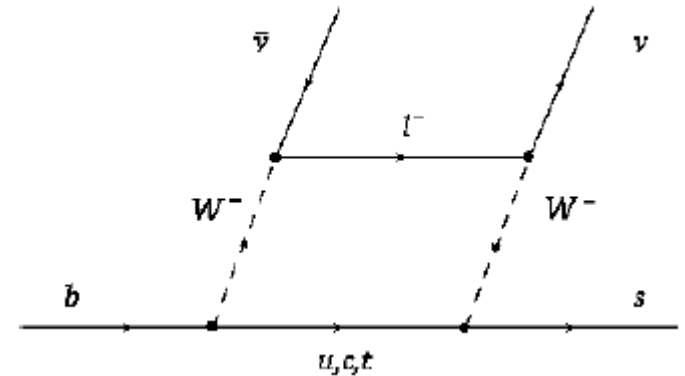
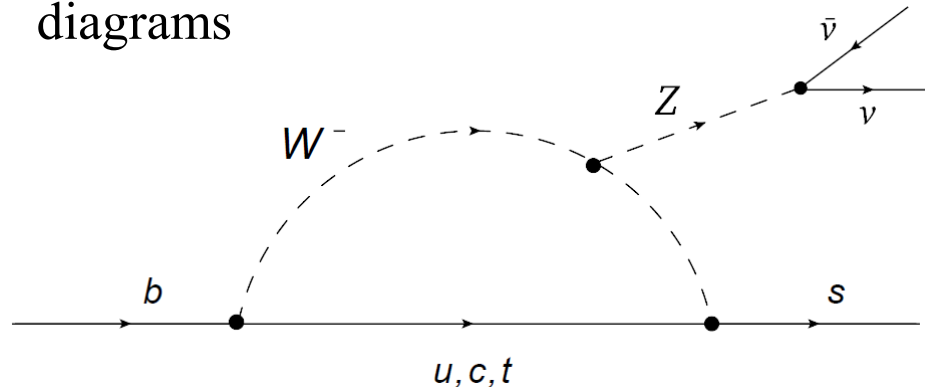
- B-factories: BaBar and Belle
- $b \rightarrow s\gamma$ and $b \rightarrow s\ell^+\ell^-$
- Leptonic and semi-leptonic B decays
- $b \rightarrow s\bar{\nu}\nu$
- « $K\pi$ puzzle »
- LFV in τ decays
- Conclusions

N.B.: will not talk about NP searches in $Y(3S)$, $Y(2S)$ or $Y(1S)$ decays


$$b \rightarrow s v \bar{v}$$

$b \rightarrow s \nu \bar{\nu}$

- Another theoretically very clean mode: also due to electroweak loop diagrams



- Possible NP: MSSM, dark matter models, UED1, unparticle physics...
- Experimentally, same method as $B^+ \rightarrow \tau^+ \nu$. Discriminating variables: E_{extra} , m_{miss}^2

Mode	BaBar UL @ 90%CL	Belle UL @ 90%CL	Theory BF
$B^+ \rightarrow K^+ \nu \bar{\nu}$	NEW $< 4.5 \times 10^{-6}$	$< 14 \times 10^{-6}$	$(4.5 \pm 0.7) \times 10^{-6}$
$B^+ \rightarrow K^{*+} \nu \bar{\nu}$	$< 8 \times 10^{-5}$	$< 14 \times 10^{-5}$	$(1.3^{+0.4}_{-0.3}) \times 10^{-5}$
$B^0 \rightarrow K^{*0} \nu \bar{\nu}$	$< 12 \times 10^{-5}$	$< 34 \times 10^{-5}$	