

$$\mathcal{L}_{\text{LFV}} = y \frac{e m_\mu}{\Lambda^2} \bar{\mu}_R \sigma^{\mu\nu} e_L F_{\mu\nu} + \text{h.c.} + \dots$$

$$\text{BR}(\mu \rightarrow e\gamma) = y^2 \frac{3(4\pi)^3 \alpha}{G_F^2 \Lambda^4} \quad \Lambda : \text{new physics scale}$$