Contribution ID: **27** Type: **not specified**

# The s —> d gamma decay in and beyond the Standard Model

*Tuesday 12 April 2011 17:10 (25 minutes)*

FCNC are suppressed in the Standard Model, and thus constitute our best tools to search for New Physics in low-energy flavor experiment. In this talk, the phenomenology of the s —> d gamma transition is analyzed. In a first part, the anatomy of the Standard Model contributions is reviewed, emphasizing the similarities and differencies with that of b —> s gamma. Besides, it is shown that the radiative transitions could hold the key to the theoretical control of epsilon'/epsilon. Then, a systematic study of the possible New Physics impacts is performed by combining all the FCNC transitions in the s —> d sector, i.e. epsilon', rare K decays, and radiative decays, first in a model-independent setting and then in the MSSM.

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**Session Classification:** Kaons