

# Charming the Higgs

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Current Higgs data permit a significantly enhanced Higgs coupling to charm pairs, comparable to the Higgs to bottom pairs coupling in the Standard Model, without resorting to additional new physics sources in Higgs production. An immediate consequence of such a large charm coupling is a significant reduction of the Higgs signal strengths into the known final states as in particular into bottom pairs. This might reduce the visible vector-boson associated Higgs production rate to a level that could compromise the prospects of ever observing it. We however demonstrate that a significant fraction of this reduced signal can be recovered by jet-flavor-tagging targeted towards charm-flavored jets.

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