

# Charged Lepton Flavor Violation in a class of Radiative Neutrino Mass Generation Models

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We investigate charged lepton flavor violating processes  $\mu \rightarrow e\gamma$ ,  $\mu \rightarrow ee\bar{e}$  and  $\mu-e$  conversion in nuclei for a class of three-loop radiative neutrino mass generation models with electroweak multiplets of increasing order. We find that, because of certain cancellations among various one-loop diagrams which give the photonic dipole and non-dipole contributions in effective  $\mu e\gamma$  vertex and Z-penguin contribution in effective  $\mu eZ$  vertex, the flavor violating processes  $\mu \rightarrow e\gamma$  and  $\mu - e$  conversion in nuclei become highly suppressed compared to  $\mu \rightarrow ee\bar{e}$  process. Therefore, the observation of such pattern in LFV processes may reveal the radiative mechanism behind the neutrino mass generation.

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