

# BEACH 2010 - IX International Conference on Hyperons, Charm and Beauty Hadrons



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## Search for non-standard model physics in rare decays at the Tevatron

Quantities related to  $B$  decays that are strongly suppressed in the standard model may provide early indications of non-SM

physics. CDF has the world's largest heavy flavor samples and can explore rare decays with unprecedented sensitivity. We present the first observation of  $B0_s \rightarrow \phi\mu^+\mu^-$  decays (the rarest  $B0_s$  decays observed), a measurement of forward-backward asymmetry in  $B0$

$\rightarrow K^*\mu^+\mu^-$  competitive with world-leading results, and the first measurement of polarization amplitudes in  $B0_s \rightarrow \phi\phi$  decays.

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