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Search for non-standard model physics in rare decays at CDF

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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 $B_0 \rightarrow \phi \mu^+ \mu^-$ decays (the rarest B_0 decays observed), a measurement of forward-backward asymmetry in $B_0 \rightarrow K^* \mu^+ \mu^-$ competitive with world-leading results, and the first measurement of polarization amplitudes in $B_0 \rightarrow \phi \phi$ decays.

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