

Quantum Critical Higgs (QCH) are a set of models where the Higgs sector is tuned close to an IR critical point, at which the theory is conformal. The set of models that goes under this name is large; it is usually assumed that the conformal theory is strongly coupled. In this talk I will follow our work in Arxiv: [1908.06186](https://arxiv.org/abs/1908.06186). I will explore two scenarios by analyzing their weakly coupled duals via AdS/CFT correspondence. I will further examine the signature of the new physics in hadron colliders.