Flavour from the Electroweak Scale





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Also, back in fashion: Twin Higgs and Mirror Worlds



This talk:

Use the Higgs to explain flavor from the electroweak scale

In collaboration with M. Bauer & K. Gemmler: arXiv:1506.01719 (JHEP) and work to appear

Theories of Flavor

Yukawa interactions in terms of effective Yukawa couplings

 $\mathcal{L} = \mathbf{y_t} \mathbf{\bar{Q}_L} \mathbf{\tilde{H}t_R} + \mathbf{y_b^{eff}} \mathbf{\bar{Q}_L} \mathbf{Hb_R} + ...$

Such that $\mathbf{m_t} = \mathbf{y_t} \mathbf{v} / \sqrt{2}$

 $\mathbf{m_b} = \mathbf{y_b^{eff} v}/\sqrt{2} \longrightarrow \mathbf{y_q^{eff}} = \epsilon^n \mathbf{y_q}$

• y_t and all y_q are of order one • Lighter quarks \rightarrow more powers of ε

$$y_{\text{eff}}^q = \epsilon^n y^q = \begin{pmatrix} \cdot & \cdot & \cdot \\ \bullet & \bullet \\ \bullet & \bullet \end{pmatrix} = \begin{pmatrix} \cdot & \cdot & \cdot \\ \bullet & \bullet \\ \bullet & \bullet \end{pmatrix} \times \begin{pmatrix} \bullet & \bullet \\ \bullet & \bullet \\ \bullet & \bullet \end{pmatrix}$$

How does this structure emerge

A theory of Flavor: a few basic possibilities



2) Geometry Induced \rightarrow Warped Extra Dimension



 $H = \delta(z - 1) \tilde{H}(x_{\mu})$ $q = f_q(z) \tilde{q}(x_{\mu})$ $f_q(1) \sim e^{c_q \ln\left(\frac{\Lambda_{\rm IR}}{\Lambda_{\rm UV}}\right)}$

$$m_t = y_t f_{t_R}(1) f_{Q_L}(1) \frac{v}{\sqrt{2}}$$

$$m_b = y_b f_{b_R}(1) f_{Q_L}(1) \frac{v}{\sqrt{2}}$$

$$\epsilon^n \approx e^{(c_Q - c_q) \ln \left(\frac{\Lambda_{\rm IR}}{\Lambda_{\rm UV}}\right)}$$

Grossman, Neubert '99 Gherghetta, Pomarol '00

3) The Froggatt-Nielsen Mechanism

• Introduce a Flavor Symmetry

Frogatt, Nielsen '79

$$\mathcal{L}_{\mathrm{Yuk}} = \mathbf{y}_t \, \bar{\mathbf{Q}}_L \tilde{\mathbf{H}} t_R + \mathbf{y}_b \, \left(\frac{\mathbf{S}}{\Lambda}\right)^{n_b} \, \bar{\mathbf{Q}}_L \mathbf{H} \, \mathbf{b}_R + \cdots$$

• Quarks & scalars are charged under a global $U(1)_F$ flavor symmetry with flavor charge "a"

$$n_b a_S = a_{Q_L} - a_H - a_{b_R}$$

- New scalar singlet S obtains a vev: $\langle S \rangle = f$
- Quarks Masses: $\mathbf{m_t} = \mathbf{y_t} \frac{\mathbf{v}}{\sqrt{2}}$ $\mathbf{m_b} = \overline{\mathbf{y_b} \frac{\mathbf{v}}{\sqrt{2}} \left(\frac{\mathbf{f}}{\Lambda}\right)^{\mathbf{m_b}}}$
- Lighter quarks have more S insertions: $\mathbf{m}_{\mathbf{q}_i} =$

$${
m V_i}rac{{
m V}}{\sqrt{2}}\left(rac{{
m f}}{\Lambda}
ight)^{{
m n_i}}$$

$$\mathbf{y_i^{eff}} = \epsilon^{\mathbf{n_i}} \mathbf{y_i} \quad \epsilon = f/\Lambda$$

Scales undetermined and hence can be arbitrarily high

How to define the scales? Can the Higgs play the role of the Flavon?

$$y_b \left(rac{S}{\Lambda}
ight)^{n_b} \bar{Q}_L H b_R
ightarrow y_b \left(rac{H^{\dagger} H}{\Lambda^2}
ight)^{n_b} \bar{Q}_L H b_R$$

Babu, Nandi '00, Giudice-Lebedev '08



Effective Yukawa coupling: $y_i^{eff} = \left(\frac{v^2}{2\Lambda^2}\right)^{n_i} y_i$ Suppression factor:

$$\epsilon = {f v^2}/{2\Lambda^2} \equiv {f m_b}/{f m_t} o \Lambda pprox (5-6){f v}$$

Flavour Scale is fixed by electroweak scale

Two Main Problems

- The flavon is a flavor singlet
- The Higgs coupling to bottom quarks is too large

$${f g_{hbb}} \propto {f 3} \ {f m_b}/{f v} \longrightarrow {\Gamma(H o bar b) \over \Gamma(H o bar b)_{SM}} = 9$$

A Flavoured Higgs Sector Bauer, MC, Gemmler '15
2HDFM with different flavor charges
$$a_u$$
 and a_d for H_u and H_d , respectively.

Type II:
$$y_b \left(\frac{S}{\Lambda}\right)^{n_b} \bar{Q}_L H b_R \to y_b \left(\frac{H_u H_d}{\Lambda^2}\right)^{n_b} \bar{Q}_L H_d b_R \quad (\underline{Type II \text{ for } n_b} \to 0)$$

Type I:
$$y_{\mathbf{b}}\left(\frac{\mathbf{S}}{\Lambda}\right)^{\mathbf{n}_{\mathbf{b}}} \bar{\mathbf{Q}}_{\mathbf{L}} \mathbf{H} \mathbf{b}_{\mathbf{R}} \to \tilde{\mathbf{y}}_{\mathbf{b}}\left(\frac{\mathbf{H}_{\mathbf{u}}^{\dagger}\mathbf{H}_{\mathbf{d}}^{\dagger}}{\Lambda^{2}}\right)^{\mathbf{n}_{\mathbf{b}}} \bar{\mathbf{Q}}_{\mathbf{L}} \tilde{\mathbf{H}}_{\mathbf{u}} \mathbf{b}_{\mathbf{R}} \quad (\underline{\mathbf{Type I for } \mathbf{n}_{\underline{\mathbf{b}}} \to \mathbf{0}})$$

We will consider the tau Yukawa operator to have the same flavor charge as the b quark

With effective Yukawa coupling:
$$\mathbf{y}_{i}^{\text{eff}} = \left(\frac{\mathbf{v}_{u}\mathbf{v}_{d}}{2\Lambda^{2}}\right)^{n_{i}}\mathbf{y}_{i}$$
 $\mathbf{v}^{2} = \mathbf{v}_{u}^{2} + \mathbf{v}_{d}^{2}$ $\tan \beta = \mathbf{v}_{u}/\mathbf{v}_{d}$

And suppression factor
$$\epsilon = v_u v_d / 2\Lambda^2 \equiv m_b / m_t \rightarrow \Lambda \approx (5-6) v \left(\frac{\tan\beta}{1 + \tan^2 \beta} \right)^{1/2}$$

The value of $\Lambda \sim 4 v \sim 1 \text{TeV}$ (maximal for tan $\beta = 1$) and can be slightly larger depending on the specific UV completion

A Simple UV completion Sector: Vector Fermions

The value of $\Lambda \sim 4 \text{ v} \sim 1 \text{ TeV}$ (maximal for tan $\beta = 1$) and can be slightly larger depending on the specific UV completion



Two Higgs Doublet Flavor Model Type II

$$\mathcal{L}_{\text{Yuk}}^{\text{II}} = y_{ij}^u \left(\frac{H_u H_d}{\Lambda^2}\right)^{a_i - a_{u_j} - a_{H_u}} \bar{Q}_i H_u u_{Rj} + y_{ij}^d \left(\frac{H_u H_d}{\Lambda^2}\right)^{a_i - a_{d_j} - a_{H_d}} \bar{Q}_i H_d d_{Rj} + h.c.$$

After rotation to mass eigenstates, we obtain the flavor structure from fixing the flavor charges $\frac{v_u}{m_b} = \frac{m_c}{m_c} + \frac{m_s}{m_c} + \frac{m_d}{m_u} = \frac{m_d}{m_u}$

a <u>1</u>	$a_1=2,$	$a_u=-2,$	$a_d = -1$
$a_{H_u} = 1$, $a_{H_u} = 0$	$a_2 = 2,$	$a_c = 0$,	$a_s = 0$
$u_{H_d} = 0$,	$a_3 = 1,$	$a_t=0,$	$a_b=0$

Un

$$m_t pprox rac{v_u}{\sqrt{2}}, \quad rac{m_b}{m_t} pprox rac{m_c}{m_t} pprox arepsilon^1, \quad rac{m_s}{m_t} pprox arepsilon^2, \quad rac{m_d}{m_t} pprox rac{m_u}{m_t} pprox arepsilon^3$$
 $(V_{
m CKM})_{12} pprox arepsilon^0, \qquad (V_{
m CKM})_{13} pprox (V_{
m CKM})_{23} pprox arepsilon^1$

The Higgs-quark couplings can then be computed: e.g. for the light (SM-like) Higgs

$$g_{hu_{i}u_{j}} = \left(\frac{m_{u}}{v}\right)_{ij} \delta_{ij} \left[\frac{c_{\alpha}}{s_{\beta}} - a_{H_{u}} f(\alpha, \beta)\right] + f(\alpha, \beta) \left[\mathcal{Q}_{ij}^{u} \left(\frac{m_{u}}{v}\right)_{jj} - \left(\frac{m_{u}}{v}\right)_{ii} \mathcal{U}_{ij}\right]$$

$$g_{hd_{i}d_{j}} = \left(\frac{m_{d}}{v}\right)_{ij} \delta_{ij} \left[-\frac{s_{\alpha}}{c_{\beta}} - a_{H_{d}} f(\alpha, \beta)\right] + f(\alpha, \beta) \left[\mathcal{Q}_{ij}^{d} \left(\frac{m_{d}}{v}\right)_{jj} - \left(\frac{m_{d}}{v}\right)_{ii} \mathcal{D}_{ij}\right]$$

$$Process$$

$$dependent \ factors$$

Similar functions for 1) for the Heavy CP-even Higgs replacing $c\alpha \rightarrow s\alpha \& -s\alpha \rightarrow c\alpha$ 2) for the CP-odd Higgs by subsequently multiplying by i and replacing $c\alpha \rightarrow s\beta \& s\alpha \rightarrow c\beta$ 3) Charged Higgs boson couplings are independent of flavor charges; Same as in Type II Many interesting, measurable effects can probe this idea

Modified quark-Higgs couplings \iff Precision measurements/Global Higgs Fit

FCNCs at tree-level \iff Numerous Flavour constraints

Direct collider probes of heavy scalars \iff ATLAS and CMS searches

Propose Benchmark scenarios to probe the model

Lightest Higgs Boson Couplings

Couplings are re-scaled $g_{hVV} = \kappa_V g_{hVV}^{SM}$ $g_{hff} = \kappa_f g_{hff}^{SM}$

- Higgs couplings to W and Z \rightarrow fixed by gauge symmetry $\kappa_V = \sin(\beta \alpha)$
- Higgs coupling to the top quark $\kappa_t =$

$$\kappa_t = \frac{\cos(\beta - \alpha)}{\tan \beta} + \sin(\beta - \alpha)$$

Higgs Production (at leading order) equivalent to a 2HDM type II

• Higgs coupling to the bottom (& charm) quarks

$$\kappa_b = 3\sin(\beta - \alpha) + \cos(\beta - \alpha)\left(\frac{1}{\tan\beta} - 2\tan\beta\right)$$

→VERY different behavior:

- \sim modified b-quark coupling strongly affects total width \sim
- Values of order one or below for sizeable values of $c_{\beta-\alpha}$
- Two acceptable branches with positive and negative values of the bottom Yukawa coupling

Babu/Nandi-Giudice-Lebedev limit recovered in the Decoupling/Alignment limit $(c_{\beta - \alpha} \rightarrow 0)$

Lightest Higgs Global Fit to ATLAS and CMS data

Tan β	6 5 10 4 3	Σ		
	2	μ 0.5 0.0 Cos(β-α	ATLAS 0.5 α)	1.0

	$\sigma_{ m prod}$	$\Gamma_{h \to X}$	$\Gamma_{h,\rm tot}^{\rm SM}$	
$\mu_X =$	$\overline{\sigma_{ m prod}^{ m SM}}$	$\overline{\Gamma^{\rm SM}_{h\to X}}$	Γ_h	•

The global fit accomodates $\tan\beta$ of O(1) for sizable values of $\cos(\beta-\alpha)$ away from alignment/decoupling

We assumed $\kappa_b \sim \kappa_{\tau}$

Decay Mode	Production Channels	Production Channels	Experiment
	$\sigma_{gg \to h}, \sigma_{t\bar{t} \to h}$	$\sigma_{VBF}, \sigma_{VH}$	
$h ightarrow WW^*$	$\mu_W = 1.02^{+0.29}_{-0.26} \ [17]$	$\mu_W = 1.27^{+0.53}_{-0.45} \ [17]$	ATLAS
	$\mu_W \simeq 0.75 \pm 0.35$ [18]	$\mu_W \simeq 0.7 \pm 0.85$ [18]	CMS
$h \rightarrow ZZ^*$	$\mu_Z = 1.7^{+0.5}_{-0.4}$ [19]	$\mu_Z = 0.3^{+1.6}_{-0.9} \; [19]$	ATLAS
	$\mu_Z = 0.8^{+0.46}_{-0.36} \ [20]$	$\mu_Z = 1.7^{+2.2}_{-2.1} \ [20]$	CMS
$h ightarrow \gamma \gamma$	$\mu_{\gamma} = 1.32 \pm 0.38$ [21]	$\mu_{\gamma} = 0.8 \pm 0.7$ [21]	ATLAS
	$\mu_{\gamma} = 1.13^{+0.37}_{-0.31} \; [22]$	$\mu_{\gamma} = 1.16^{+0.63}_{-0.58} \ [22]$	CMS
$h ightarrow ar{b} b$	$\mu_b = 1.5 \pm 1.1$ [23]	$\mu_b = 0.52 \pm 0.32 \pm 0.24$ [24]	ATLAS
	$\mu_b = 0.67^{+1.35}_{-1.33}$ [25]	$\mu_b = 1.0 \pm 0.5$ [26]	CMS
h ightarrow au au	$\mu_{ au} = 2.0 \pm 0.8^{+1.2}_{-0.8} \pm 0.3~[27]$	$\mu_{ au} = 1.24^{+0.49}_{-0.45} {}^{+0.31}_{-0.29} \pm 0.08 [27]$	ATLAS
	$\mu_{ au} \simeq 0.5^{+0.8}_{-0.7} \ [28]$	$\mu_{\tau} \simeq 1.1^{+0.7}_{-0.5} \ [28]$	CMS

Flavor Changing Higgs Couplings

Down type quarks couple to the neutral Higgs bosons: $\Phi = h, H, A$

$$\boldsymbol{g}_{\phi \boldsymbol{d}_{i} \boldsymbol{d}_{j}} = \boldsymbol{g}_{\sigma}^{\phi}(\alpha, \beta) \left(\frac{\boldsymbol{m}_{\sigma}}{\boldsymbol{v}}\right)_{ij} \delta_{ij} + \boldsymbol{f}^{\phi}(\alpha, \beta) \left[\mathcal{Q}_{ij}^{d} \left(\frac{\boldsymbol{m}_{d}}{\boldsymbol{v}}\right)_{jj} - \left(\frac{\boldsymbol{m}_{d}}{\boldsymbol{v}}\right)_{ij} \mathcal{D}_{ij} \right] \quad \text{recall: functions } f^{\Phi}(\alpha, \beta) \quad \text{are flavor universal}$$

$$\mathcal{Q}^{d} \sim \begin{pmatrix} 2 & \varepsilon^{2} & \varepsilon \\ \varepsilon^{2} & 2 & \varepsilon \\ \varepsilon & \varepsilon & 1 \end{pmatrix} \qquad \mathcal{D} \sim \begin{pmatrix} -1 & \varepsilon & \varepsilon \\ \varepsilon & \varepsilon^{2} & \varepsilon^{2} \\ \varepsilon & \varepsilon^{2} & \varepsilon^{2} \end{pmatrix} \qquad \longrightarrow \qquad \mathcal{M} \sim \begin{pmatrix} x & ds & db \\ sd & x & sb \\ bd & bs & x \end{pmatrix}$$

Different flavors couple with different powers of ε & quark masses to the Higgs bosons

→ they appear in Higgs mediated tree-level processes

Constraints from Meson-Antimeson Mixing

Mesons are very sensitive to New Physics since they are governed by box-diagrams in the SM

For example K-mesons $K^0 = (\bar{s}d)$, $\bar{K}^0 = (\bar{s}d)$

Contributions from Higgs mediated FCNCs can be captured by

 $\begin{aligned} \mathcal{H}_{\rm NP}^{\Delta S=2} &= C_1^{sd} \left(\bar{s}_L \, \gamma_\mu \, d_L \right)^2 + \tilde{C}_1^{sd} \left(\bar{s}_R \, \gamma_\mu \, d_R \right)^2 + C_2^{sd} \left(\bar{s}_R \, d_L \right)^2 + \tilde{C}_2^{sd} \left(\bar{s}_L \, d_R \right)^2 \\ &+ C_4^{sd} \left(\bar{s}_R \, d_L \right) \left(\bar{s}_L \, d_R \right) + C_5^{sd} \left(\bar{s}_L \, \gamma_\mu \, d_L \right) \left(\bar{s}_R \, \gamma^\mu d_R \right) + h.c. \,. \end{aligned}$

With tree-level contributions to the Wilson coefficients given by

Similar contributions/expressions hold for $B_s - \bar{B}_s$ mixing, with sd \rightarrow bs, $B_d - \bar{B}_d$ mixing, with sd \rightarrow bd and $D - \bar{D}$ mixing with sd \rightarrow uc

Constraints from Meson-Antimeson Mixing (cont'd)

The Froggatt-Nielsen mechanism induces an additional suppression mechanism of flavour off diagonal couplings prop. to fermion masses and powers of the parameter ε **The relative size of Wilson coefficients depends strongly on the flavor structure**

$$\begin{aligned} \mathcal{H}_{\rm NP}^{\Delta S=2} &= C_1^{sd} \, (\bar{s}_L \, \gamma_\mu \, d_L)^2 + \tilde{C}_1^{sd} \, (\bar{s}_R \, \gamma_\mu \, d_R)^2 + \frac{C_2^{sd}}{2} \, (\bar{s}_R \, d_L)^2 + \frac{\tilde{C}_2^{sd}}{2} \, (\bar{s}_L \, d_R)^2 \\ &+ \frac{C_4^{sd}}{4} \, (\bar{s}_R \, d_L) \, (\bar{s}_L \, d_R) \, + C_5^{sd} \, (\bar{s}_L \, \gamma_\mu \, d_L) \, (\bar{s}_R \, \gamma^\mu d_R) \, + h.c. \, . \end{aligned}$$

$$\sum_{q}^{h,H,A} \left(\sum_{q}^{h,H,A} \right)^{q} \approx \frac{c_{i}}{v^{2}} \left\{ \frac{f^{h}(\alpha,\beta)^{2}}{m_{h}^{2}} + \frac{F^{H}(\alpha,\beta)^{2}}{M_{h}^{2}} \pm \frac{F^{A}(\alpha,\beta)^{2}}{M_{A}^{2}} \right\}$$

Flavor specific part of Wilson coefficients for flavor charges tailored to explain quark mass hierarchy and CKM mixing angles

	$\Delta F = 2$	c_2^{ij}	\widetilde{c}_2^{ij}	c_4^{ij}
	sd	$arepsilon^4m_s^2$	$arepsilon^2m_s^2$	$arepsilon^3m_s^2$
	bd	$arepsilon^2 m_b^2$	$arepsilon^2 m_b^2$	$arepsilon^2 m_b^2$
Ľ	bs	$arepsilon^2m_b^2$	$arepsilon^4m_b^2$	$arepsilon^3m_b^2$
	uc	$arepsilon^4m_c^2$	$arepsilon^4m_c^2$	$arepsilon^4m_c^2$

$\mathbf{K} - \overline{\mathbf{K}}$ Mixing :

Largest coefficient is $\tilde{\mathbf{C}}_2^{\mathbf{sd}}$

$$\begin{split} \tilde{C}_{2}^{sd} &= -\frac{\tilde{c}_{2}^{sd}}{v^{2}} \left\{ \frac{f(\alpha,\beta)^{2}}{m_{h}^{2}} + \frac{F(\alpha,\beta)^{2}}{M_{H}^{2}} - \left(t_{\beta} + \frac{1}{t_{\beta}}\right)^{2} \frac{1}{M_{A}^{2}} \right\} \\ &\approx \frac{-10^{-15}}{\text{GeV}^{2}} \left\{ f(\alpha,\beta)^{2} + F(\alpha,\beta)^{2} \frac{m_{h}^{2}}{M_{H}^{2}} - \left(t_{\beta} + \frac{1}{t_{\beta}}\right)^{2} \frac{m_{h}^{2}}{M_{A}^{2}} \right\} \end{split}$$

Similar expression for $\mathbf{C_2^{sd}}$, but with extra ϵ^2 suppression due to $\mathbf{\tilde{c}_2^{sd}} \to \mathbf{c_2^{sd}}$

 C_4^{sd} is ε suppressed with respect to \tilde{C}_2^{sd} but has constructive interference (also RG running relevant)

$$\begin{split} C_4^{sd} &= -\frac{c_4^{sd}}{v^2} \left\{ \frac{f(\alpha,\beta)^2}{m_h^2} + \frac{F(\alpha,\beta)^2}{M_H^2} + \left(t_\beta + \frac{1}{t_\beta} \right)^2 \frac{1}{M_A^2} \right\} \\ &\approx \frac{-1.7 \times 10^{-17}}{\text{GeV}^2} \left\{ f(\alpha,\beta)^2 + F(\alpha,\beta)^2 \frac{m_h^2}{M_H^2} + \left(t_\beta + \frac{1}{t_\beta} \right)^2 \frac{m_h^2}{M_A^2} \right\} \end{split}$$

Tree-level contributions

$$|\tilde{C}_2^{sd}| \le 10^{-16}/\text{GeV}^2 \text{ (orange)}$$

 $|C_4^{sd}| \le 7 \times 10^{-17}/\text{GeV}^2 \text{ (blue)}$

$$\mathbf{K} - \mathbf{\bar{K}} \quad \text{Mixing} :$$
Given
$$C_{\epsilon_{K}} = \frac{\text{Im} \langle K^{0} | \mathcal{H}_{\text{full}}^{\Delta S = 2} | \bar{K}^{0} \rangle}{\text{Im} \langle K^{0} | \mathcal{H}_{\text{SM}}^{\Delta S = 2} | \bar{K}^{0} \rangle}$$

Generate randomly a sample set of points of $|y_{ij}^{u,d}| \rightarrow [0.5, 1.5]$ with arbitrary phases & require SM quark masses and CKM param. to be within 2 σ

Percentage of sample points that reproduce within 2 σ

 $C_{\epsilon_K}^{\exp} = 1.05_{-0.28}^{+0.36}$ @95% CL (UT fit value) -

Analogously for $B_{d,s} - \overline{B}_{d,s}$ Mixing :

- Loop Contributions: most relevant are charged Higgs box diagrams for small tanβ in the Bs-system
- Contributions to rare decays depend on the lepton flavor sector
- Bounds from $b \rightarrow s\gamma$

constrain the mass of the charged scalar

 $M_{H^\pm}\gtrsim 358\,(480)\,{
m GeV} \quad @\,99\%(95\%)\,\,{
m CL}$

Misiak et al. '15

Combined Flavour Bounds →

Restricted Mass Range for the additional Higgs Bosons

Mass Range for the Additional Higgs Bosons

- The global Higgs fit (and Flavour bounds) demand large $\cos(\beta \alpha)$
- Flavour bounds demand heavy extra scalars

Bounds from Perturbativity, Unitarity, and Electroweak Precision Measurements

 $M_{A,H} - M_{H^+} \gtrsim 100 \text{ GeV}$ Preferred by perturbativity up to a few TeV

Additional Higgs Boson Couplings and Total Width

Couplings of H and A to gauge bosons and third generation quarks normalized to the SM

$$egin{aligned} \kappa^H_t &= c_{eta - lpha} - rac{s_{eta - lpha}}{t_eta}, & \kappa^H_b &= 3c_{eta - lpha} + s_{eta - lpha} \left(2t_eta - rac{1}{t_eta}
ight) & \kappa^H_ au &= \kappa^H_b, & \kappa^A_ au &= \kappa^A_b \ \kappa^A_t &= rac{1}{t_eta}, & \kappa^H_V &= c_{eta - lpha} & \kappa^H_V &= \kappa^H_b & \kappa^H_V &= \kappa^H_V &= \kappa^H_V &= \kappa^H_b & \kappa^H_V &= \kappa^H_V$$

 κ_V^{H} , κ_t^{A} , κ_t^{H} , the self-couplings between the scalars and the couplings between two Higgs bosons and one gauge boson are the same as in a type II 2HDM

Total width for scalar and pseudoscalar becomes large in relevant regions of parameter space

Most promising LHC Discovery channels for A and H

Inclusive H production with subsequent decay H \rightarrow WW/ZZ

$$\frac{\sigma(pp \to qqH) \times Br(H \to VV)}{(\sigma(pp \to qqH) \times Br(H \to VV))_{SM}} = (\kappa_V^H)^4 \frac{\Gamma_H^{SM}}{\Gamma_H}$$

CMS-PAS-HIG-13-022 \rightarrow no sensitivity v

 $\sigma(pp \to H + X) \times Br(H \to VV) / (\sigma(pp \to H + X) \times Br(H \to VV))_{SM}$

Increasing relevance of VBF channels due to strong gluon fusion suppression in relevant regions of parameter space ~ Very small κ_t^H~

Most promising LHC Discovery channels for A and H

L = 19.7 fb⁻¹ (8 TeV)

95% CL Limits

---- Observed

Expected

Expected ±1σ Expected ±2o

m_A= 500 GeV

40

Г**_ [GeV]**

0.8 0 5 10 15 20 25 30 35

 $\sigma(gg \to A) \times \operatorname{Br}(A \to hZ) \times \operatorname{Br}(h \to b\bar{b})$

CMS

Finite Width Effects

2HDFM - type II: Benchmark Scenarios

A predictive model with new Physics at LHC reach (shaded green)

- Interplay of flavor physics with precision Higgs global fit {ATLAS/CMS)
- Great possibilities for direct collider searches for additional Higgs bosons

 $\begin{array}{ll} \textbf{Benchmark 1}: M_A = M_H = 600 \,\, \text{GeV}, \,\, M_{H^+} = 450 \,\, \text{GeV} \\ \textbf{1a} \,\, \cos(\beta - \alpha) = 0.55 \,, & \tan\beta = 3, \\ \textbf{1b} \,\, \cos(\beta - \alpha) = 0.42 \,, & \tan\beta = 4.5, \end{array}$

1a
$$\kappa_t = 1.02$$
, $\kappa_V = 0.84$, $\kappa_b = \kappa_\tau = -0.61$, $\kappa_c = 1.22$
1b $\kappa_t = 1.00$, $\kappa_V = 0.91$, $\kappa_b = \kappa_\tau = -0.96$, $\kappa_c = 1.02$

Higgs Signal Strength:

1a	μ_V	μ_γ	μ_b	μ_c
$\sigma_{gg ightarrow h}$	1.38	1.21	0.74	2.95
$\sigma_{tar{t} ightarrow h}$	1.33	1.17	0.71	2.84
$\sigma_{VBF}, \sigma_{VH}$	0.89	0.78	0.48	1.91
1b	μ_V	μ_{γ}	μ_b	μ_c
$\sigma_{gg ightarrow h}$	0.96	0.91	1.09	1.22
$\sigma_{tar{t} ightarrow h}$	0.90	0.85	1.02	1.14
$\sigma_{VBF}, \sigma_{VH}$	0.74	0.70	0.84	0.94

A	Γ_i/Γ_A		Н						
	1a	1b		1a	1 H	-	H^+	Γ_i/Γ	H^+
Zh $W^{-}U^{+}$	70.2%	62%	WW	52.9%	43%			1a	1b
VV H' $b\overline{b}$	14.4% 1.6%	52%	ZZ	25.6%	20.9%		hW	78.7%	81.5%
$t\bar{t}$	12.9%	8.7%	hh	9.2%	16.9%		$tar{b}$	21.2%	18.2%
$ au^+ au^-$	0.2%	0.7%	W^-H^+	6.8%	11.2%		au u	0.048%	0.33%
$tar{c}$	0.4%	1.1%	tt	3.9%	3.5%				

Outlook

Flavor hierarchies can arise from the electroweak scale via a Froggatt-Nielsen mechanism with two Higgs doublets jointly acting as a flavon

The Quark sector flavor structure can be reproduced in agreement with flavor observables

This 2HDFM predicts that the additional Higgs bosons should be below 700 GeV.

The scale of the UV completion is fixed at a few TeV

Other possible realizations to be explored: - explore the lepton sector - consider the connection with a dark sector - extend the 2HDFM to a Type I inspired one - consider Higgs triplets and the connection with neutrino masses