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Gegenbauer's Twin

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Higgs precision measurements and resonance searches at the LHC have made sharper than ever the electroweak naturalness problem. In response, the particle physics community has begun to question symmetrybased solutions. We provide a new perspective by proposing a symmetry-based framework which does not require any fine-tuning to comply with current experimental observations. This is achieved by abandoning the additional constraint of minimality typically imposed on the structure of symmetry breaking. Single-Higgs coupling deviations of a few percent and trilinear self-coupling deviations of order one are irreducible in the natural parameter space.

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