

Perspective on Flavor Physics



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National Taiwan University



Outline

0. Backdrop

“charge” & quotes

I. A Cry in the Wilderness

Caution on B-anomalies @ 2018 Rencontres du Vietnam

II. Response(s) to $R_{K^{(*)}}$ Disappearance

some fun

& Zip thru “my view for BSM”

III. Rehab of H^+ for $R_{D^{(*)}}$ in G2HDM

not necessary

(w/o Z_2)

IV. G2HDM as *Next New Physics*?

0. Backdrop

“the Charge”

“Seeing the K/D anomalies come and go, that has caused a lot of excitement as well as some confusion. Would you be willing to offer your perspectives on the current stand of flavor physics, of course in connection with your view for BSM.”

12/20 *Nature News* (LHCb Seminar @ CERN)

Although the latest result had been rumoured for months, its confirmation comes as a surprise, says Gino Isidori, a theoretical physicist at the University of Zurich who was at the CERN talk, because a coherent picture seemed to be emerging from related anomalies. This could have pointed to the existence of previously unseen elementary particles that affect the decay of *B* mesons. Isidori gives the LHCb collaboration credit for being “honest” in admitting that its previous analyses had problems, but he regrets that it took so long for the collaboration to find the issues.

“Just, please try to engage a broader audience.”

M. Mangano (“the diplomat”), 12/20 *CERN Courier*

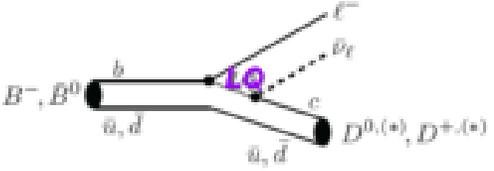
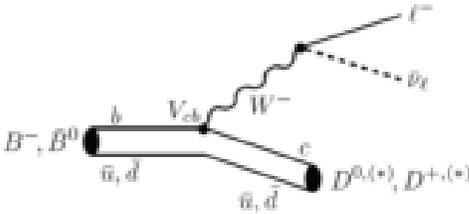
“That such anomalies could have been real shows how little we know about the deep origin of flavour symmetries and their relation with the Higgs, and highlights the key role of experimental guidance. ... The latest LHCb findings take nothing away from our mission to push further the boundary of our knowledge, and the search for anomalies goes on!”

I. A Cry in the Wilderness

*** Flavor, where Anomalies/hoopla are !**

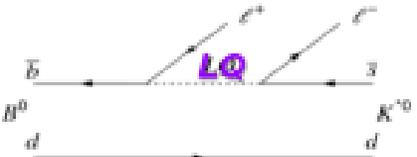
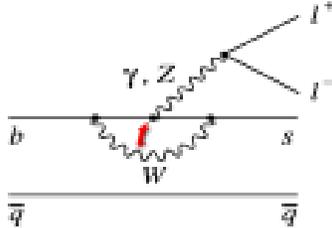


$$R(D^*) = \frac{BF(B \rightarrow D^* \tau \nu)}{BF(B \rightarrow D^* \mu \nu)}$$



Hiller & Krüger 2004

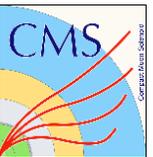
$$R_H = \frac{\int \frac{d\Gamma(B \rightarrow H \mu^+ \mu^-)}{dq^2} dq^2}{\int \frac{d\Gamma(B \rightarrow H e^+ e^-)}{dq^2} dq^2}$$



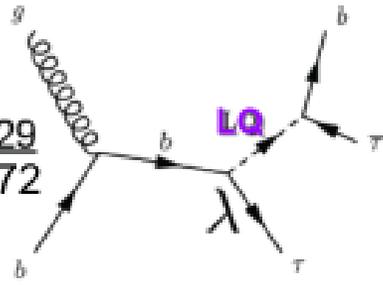
LeptoQuark

High p_T took Notice !

Rahatlou@ICHEP2018



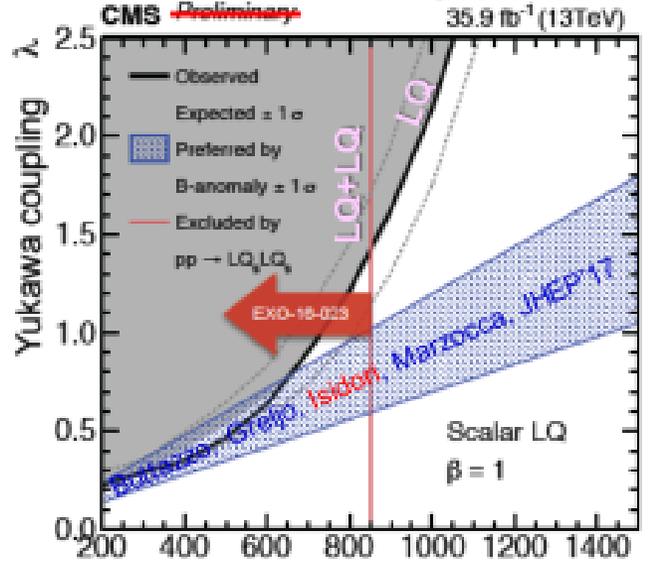
EXO-17-029
1806.03472



JHEP07(2018)

My (Th) Bias: LQ's *Now* !?

see Isidori talk for "PS³"
George W.S. Hou (NTU)



25th Rencont. Du Vietnam, Aug '18 39

Rencontres du Vietnam, 2018

"Pati-Salam³"
Flavor Perspective

HEP Outlook

A Cry in the Wilderness



*** Flavor, where Anomalies/hoopla are !**



Experimental Caution/Reminder on Flavor Anomalies

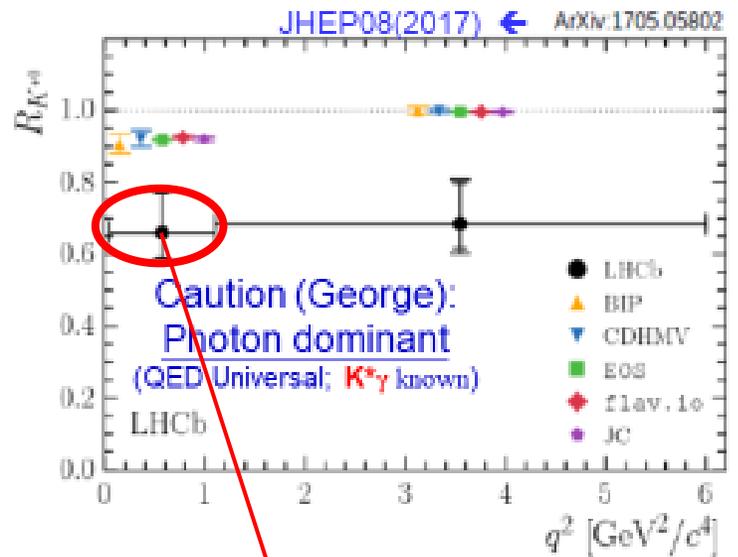
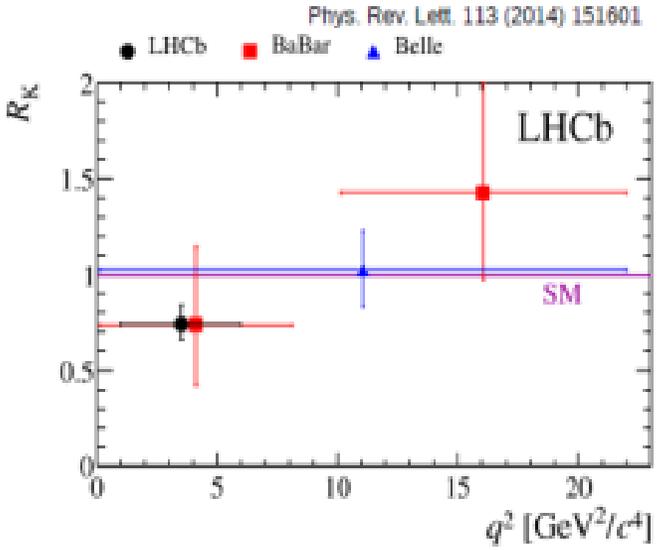
[inasmuch as it is our current Best Hope

A Cry in the Wilderness

LUV: R_K & R_{K^*} Anomaly



$$R_H = \frac{\int \frac{d\Gamma(B \rightarrow H \mu^+ \mu^-)}{dq^2} dq^2}{\int \frac{d\Gamma(B \rightarrow H e^+ e^-)}{dq^2} dq^2}$$



George@EPS2017: "Sanity Check"

Seemingly Impressive

11 July 2017

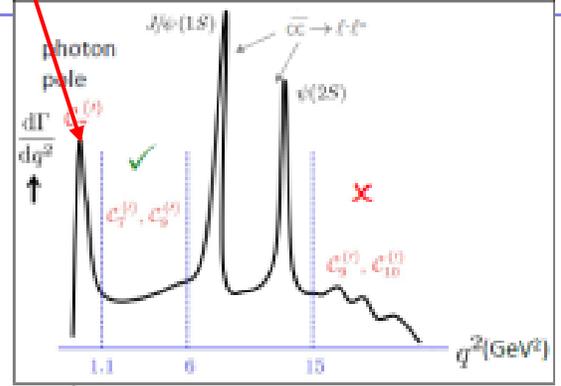
Ulrik Egede @ EPS-HEP 2017

15/31

George @ EPS2017, Venezia

“I’ll betcha the plan was to demonstrate Universal behavior for low bin, making high bin, together with R_K , convincing!”

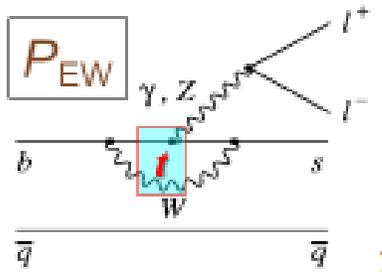
But ...



A Cry in the Wilderness



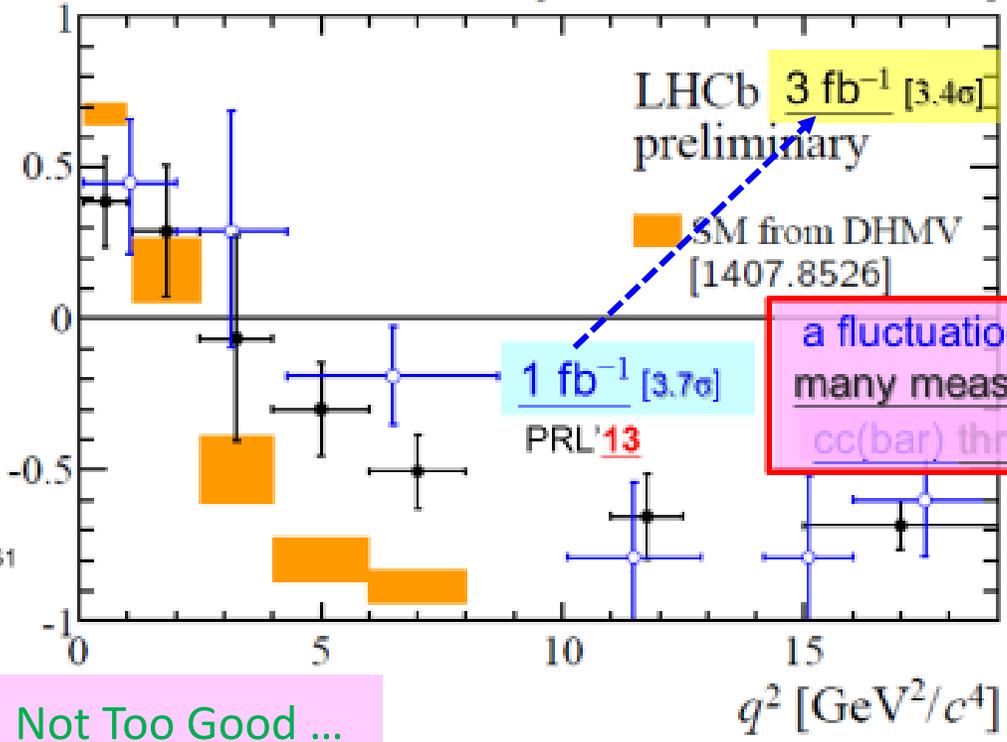
Flavour Anomaly #1 @ LHCb



P'_5

$B \rightarrow K^* \mu \mu$ angular analysis

JHEP02(2016) ← [LHCb-CONF-2015-002]



NP? $\Delta C_9 \sim -1$:
 heavy Z' (tree)
 [gives R_{K^*} too]

e.g. 1307.5683; 1308.1501;
 1310.2478; 1310.3877;
 1310.1082; 1311.6729 ... 1411.3161

Not Good, Not Bad ... Not Too Good ...

Will see ...

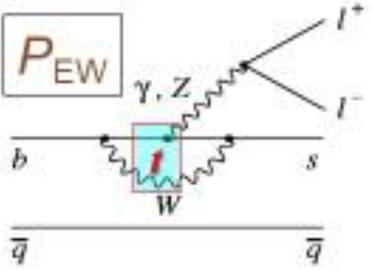
Significance did not improve. [$3.7\sigma \rightarrow 3.4\sigma$]

A Cry in the Wilderness

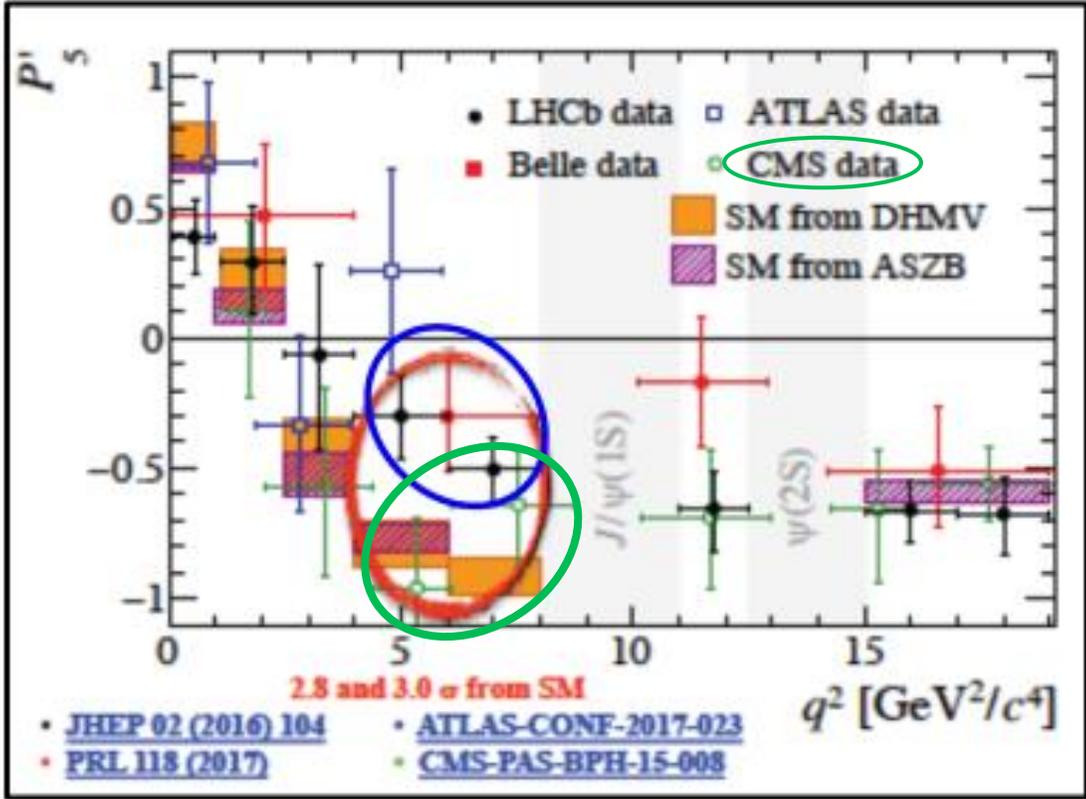


Is P'_5 Anomaly Real?

Enter CMS



NP? $\Delta C_9 \sim -1$:
 heavy Z' (tree)
 [gives R_{K^*} too]



- [JHEP 02 \(2016\) 104](#)
- [ATLAS-CONF-2017-023](#)
- [PRL 118 \(2017\)](#)
- [CMS-PAS-BPH-15-008](#)

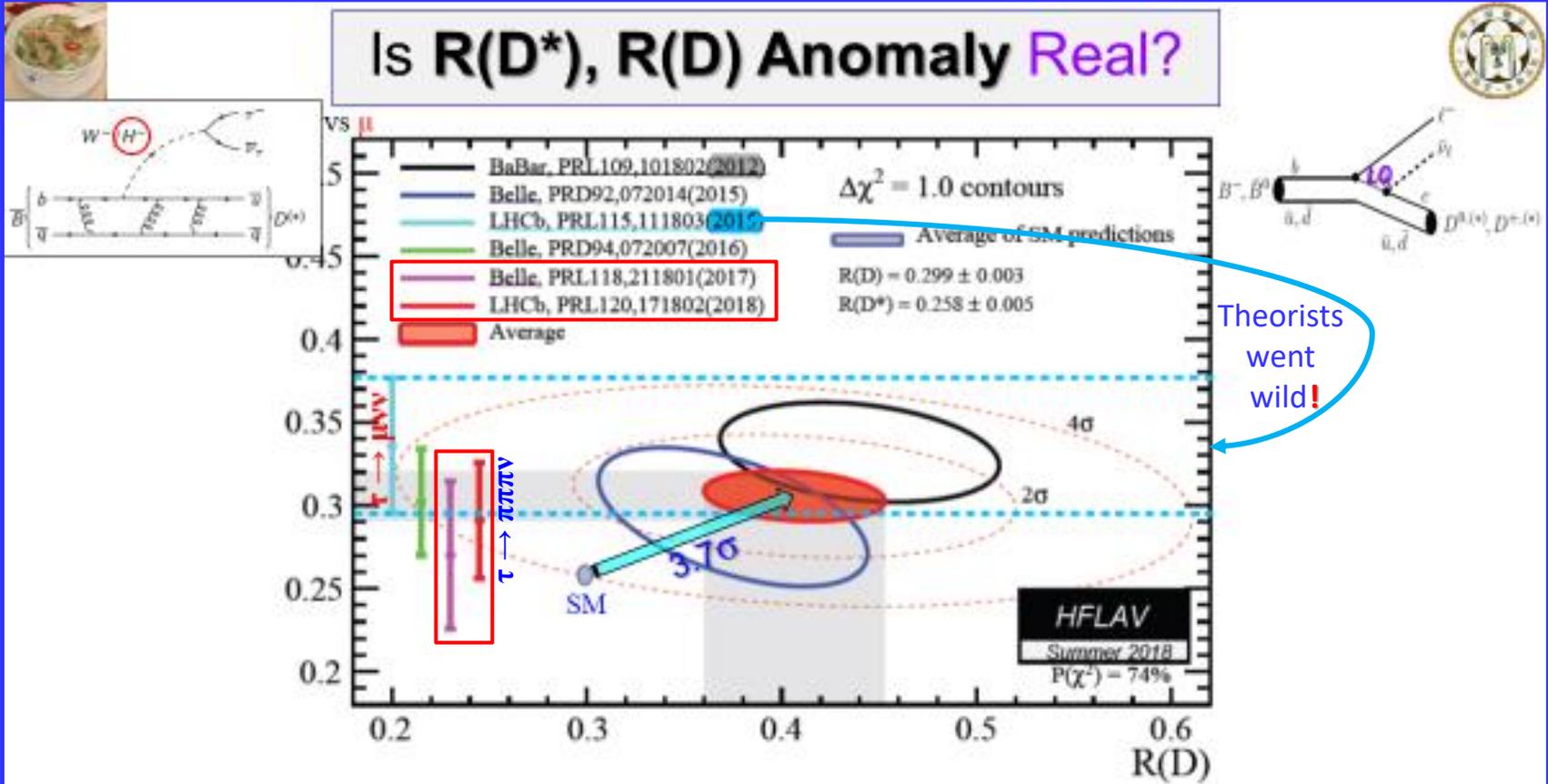
1710.02846 (PLB'18)



Consistent
w/ SM!

A Cry in the Wilderness

Is $R(D^*)$, $R(D)$ Anomaly **Real?**



- Two ellipses are $R_D - R_{D^*}$ measurements of BaBar'12 and Belle'15
- R_{D^*} measurement of **LHCb'15** (concur with BaBar) caused sensation
- Sobering: R_{D^*} measurement of **LHCb'18 consistent w/ SM** (via $\tau \rightarrow 3\text{-prong}$)
 R_{D^*} – and $\tau_{\text{pol.}}$ – measurement by Belle'18 ~ SM

A Cry in the Wilderness



On Flavour Anomalies



Anomalies come and go, and they mostly go ...

Flavour Anomalies have been more persistent.

But now they all source to (fabulous) **LHCb** ...



Until 12/20 talk by Renato Quagliani at CERN

Butler

... and CMS 2018 Trig./DAQ



Per physics tradition, need **Belle II** for Confirmation,
 If not Competition!

Rencontres du Vietnam, 2018

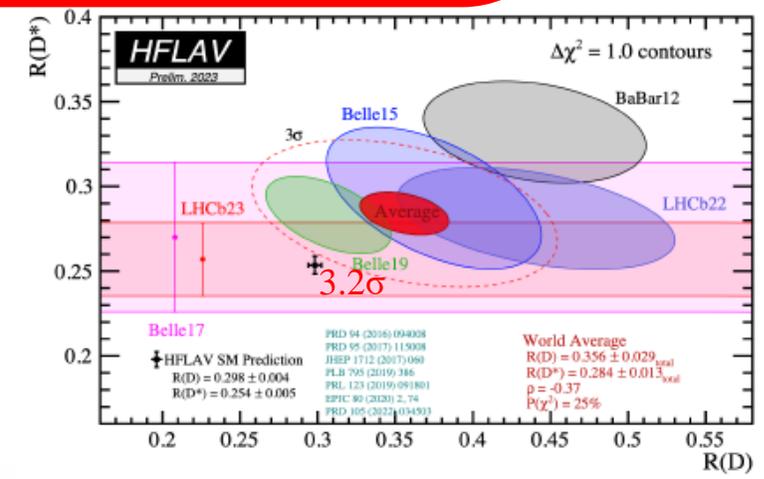
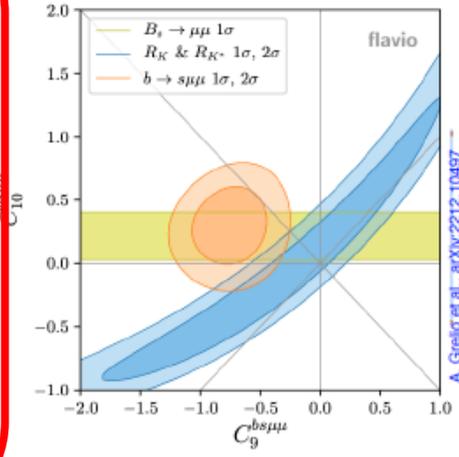
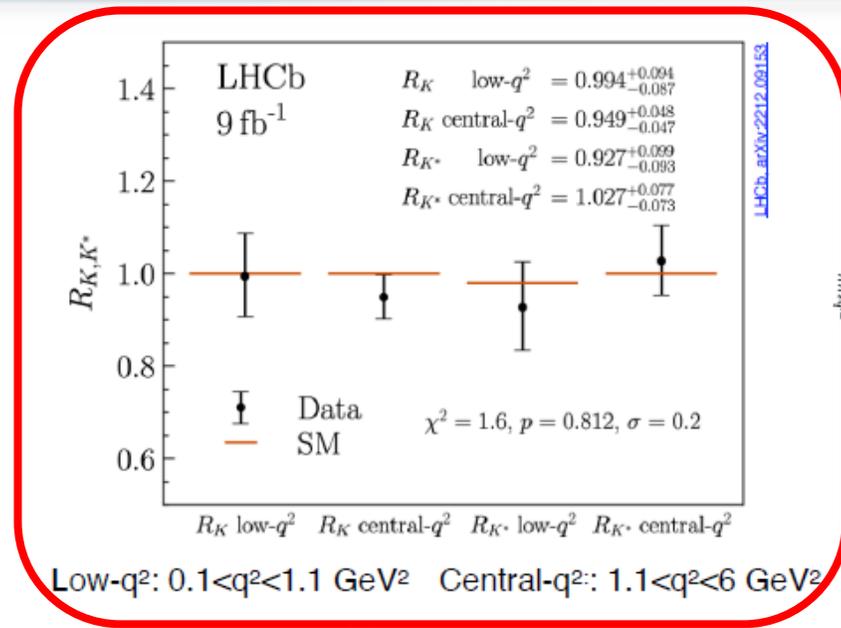
The World After (in 2023)

- Update of LHCb $R(K^{(*)})$:
 - Simultaneous $R(K)$, $R(K^*)$ measurement with full stat.
 - Increased signal purity and significance.
 - Better background modelling.
 - Redefinition of q^2 regions.
 - Treatment of e bremsstrahlung, stricter particle-id.
 - Misidentified hadronic background in e mode.
 - Overall 0.2σ agreement with SM. Still stat limited.

R_K, R_{K^*} Evaporated

- New recent $b \rightarrow c l \nu$ LHCb measurements:
 - $R(\Lambda_b)$ with $\Lambda_b \rightarrow \Lambda_c \tau \nu$. (LHCb Phys.Rev.Lett. 128 (2022))
 - $R(D^{(*)})$ with $\tau \rightarrow \mu$ (LHCb arXiv:2302.02886) and hadronic τ (LHCb-PAPER-2022-052 in preparation).
 - Move toward SM prediction. But Not Gone.

- Discrepancies in other $b \rightarrow s l^+ l^-$ results remain:
 - B.R., angular distributions.
 - But less theoretically clean than ratios.



Isidori: "Not all is lost."

II. Response(s) to $R_{K^{(*)}}$ Disappearance

(1) Hadronic Effect

PHYSICAL REVIEW D **107**, 055036 (2023)

Constraints on lepton universality violation from rare B decays

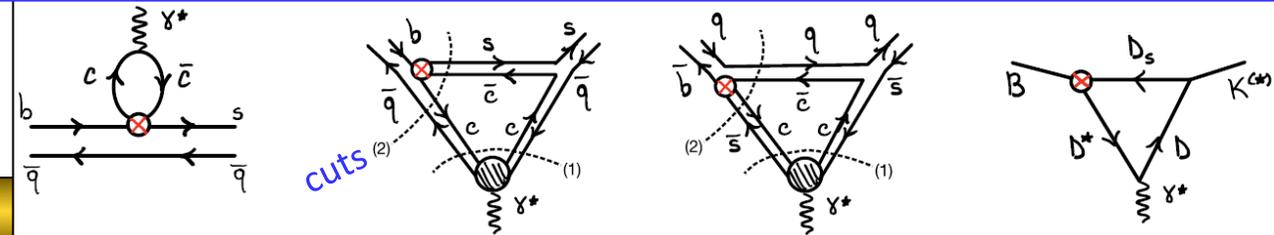
Marco Ciuchini,^{1,*} Marco Fedele^{2,†} Enrico Franco,^{3,‡} Ayan Paul^{4,§} Luca Silvestrini^{3,||} and Mauro Valli^{3,5,¶}

¹*INFN Sezione di Roma Tre, Via della Vasca Navale 84, I-00146 Rome, Italy*
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³*INFN Sezione di Roma, Piazzale Aldo Moro 2, I-00185 Rome, Italy*
⁴*Electrical and Computer Engineering, Northeastern University, Boston, Massachusetts 02115, USA*
⁵*C.N. Yang Institute for Theoretical Physics, Stony Brook University, Stony Brook, New York 11794, USA*

(Received 17 January 2023; accepted 10 March 2023; published 23 March 2023)

The LHCb Collaboration has recently released a new study of $B^+ \rightarrow K^+ \ell^+ \ell^-$ and $B \rightarrow K^{*0} \ell^+ \ell^-$ ($\ell = e, \mu$) decays, testing lepton universality with unprecedented accuracy using the whole Run 1 and 2 dataset. In addition, the CMS Collaboration has reported an improved analysis of the branching ratios $B_{(d,s)} \rightarrow \mu^+ \mu^-$. While these measurements offer, *per se*, a powerful probe of new physics, global analyses of $b \rightarrow s \ell^+ \ell^-$ transitions also rely on the **assumptions about nonperturbative contributions** to the decay matrix elements. In this work, we perform a **global Bayesian analysis** of new physics in (semi)leptonic rare B decays, paying attention to the **role of charming penguins** which are difficult to evaluate from first principles. We find data to be consistent with the Standard Model once **rescattering** from intermediate hadronic states is included. Consequently, we derive stringent bounds on lepton universality violation in $|\Delta B| = |\Delta S| = 1$ (semi)leptonic processes.

been saying
so for ages



hadronic
rescattering

Response(s) to $R_{K^{(*)}}$ Disappearance

(3) Defiant

The Rumble in the Meson: a leptoquark versus a Z' to fit $b \rightarrow s\mu^+\mu^-$ anomalies including 2022 LHCb $R_{K^{(*)}}$ measurements

Ben Allanach^{a,b} and Joe Davighi^{c,1}

[Also Greljo et al., 2212.10497 \(12/20\)](#)

ABSTRACT: We juxtapose global fits of two bottom-up models (an S_3 scalar leptoquark model and a $B_3 - L_2$ Z' model) of $b \rightarrow s\mu^+\mu^-$ anomalies to flavour data in order to quantify statistical preference or lack thereof. The leptoquark model couples directly to left-handed di-muon pairs, whereas the Z' model couples to di-muon pairs with a vector-like coupling. $B_s - \bar{B}_s$ mixing is a focus because it is typically expected to disfavour Z' explanations. In two-parameter fits to 247 flavour observables, including $B_{s/d} \rightarrow \mu^+\mu^-$ branching ratios for which we provide an updated combination and LHCb $R_{K^{(*)}}$ measurements from December 2022, we show that each model provides a similar improvement in quality-of-fit of $\sqrt{\Delta\chi^2} = 3.6$ with respect to the Standard Model. The main effect of the $B_s - \bar{B}_s$ mixing constraint in the Z' model is to disfavour values of the $s_L - b_L$ mixing angle greater than about $5|V_{cb}|$.

Response(s) to $R_K^{(*)}$ Disappearance

(4) LUV gauge int.

But I'll follow a different path.

Non-universal gauge interactions addressing the inescapable link between Higgs and Flavour

Joe Davighi and Gino Isidori UV completion

Gino means it.

ABSTRACT: We systematically explore ultraviolet complete models where flavour hierarchies emerge, via approximate accidental symmetries, from an underlying flavour non-universal gauge structure. In order to avoid large quantum corrections to the Higgs mass, the first layer of non-universality, separating the third generation from the light ones, should appear at the TeV scale. A handful of models survive the combined criteria of naturalness in the Higgs sector, having a semi-simple embedding in the UV, and compatibility with experiments. They all feature quark-lepton unification in the third family and a non-universal electroweak sector. We study in more detail the interesting option of having colour and hypercharge non-universal at the TeV scale, while $SU(2)_L$ remains universal up to high scales: this gauge structure turns to be very efficient in secluding the Higgs from large quantum corrections and predicting flavour mixing consistent with data. In all cases, these models imply a rich TeV-scale phenomenology within the reach of near-future direct and indirect experimental searches.

Response(s) to $R_{K^{(*)}}$ Disappearance

(5) Everything Everywhere All at Once

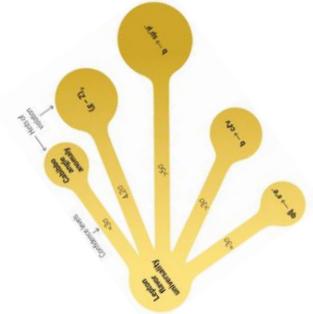


Anomalies in Particle Physics

Andreas Crivellin^{a,b}

Learn all the Anomalies here, if that's your creed.

I provide a (personal) review of the current hints for physics beyond the Standard Model, called “anomalies”, obtained both at the intensity frontier (flavour and electroweak precision observables) and in direct LHC searches. This includes the deviations from the Standard Model predictions in semi-leptonic B decays, the anomalous magnetic moment of the muon, the Cabibbo Angle Anomaly, the W mass as well as non-resonant di-lepton searches, the hints for new scalar particles around ≈ 95 GeV, ≈ 151 GeV, ≈ 670 GeV and the (di-)di-jet excess at ≈ 1 TeV (≈ 3.6 TeV). Possible explanations in terms of new particles are briefly summarized and discussed.



8th Symposium on Prospects in the Physics of Discrete Symmetries (DISCRETE 2022)
 7-11 November 2022
 Baden-Baden, Germany

2304.01694



Whither Extra Yukawas?



Known CPV in CKM → Yukawa's. Extra Yukawa's?

my view for BSM

Jarlskog Invariant way too small!

Killed by Z_2 (Glashow-Weinberg 1977)
 Natural Flavor Conservation (NFC)



2012⁺: *One Higgs* → 2nd Higgs

Highly Plausible!

Baryon
Asymmetry
 of
Universe

PLB'13

When the Higgs meets the top: Search for $t \rightarrow ch^0$ at the LHC CrossMark

Kai-Feng Chen^a, Wei-Shu Hou^{a,*}, Chung Kao^{a,b}, Masaya Kohda^a

^a Department of Physics, National Taiwan University, Taipei 10617, Taiwan
^b Homer L. Dodge Department of Physics and Astronomy, University of Oklahoma, Norman, OK 73019, USA

1% Still Possible !!

Before Top Quark was Discovered: WSH, PLB'92 (PSI-PR-91-34)

$$\rho_{ct} \cos(\beta - \alpha) \bar{c} t h^0$$

An Experimental Issue

$$\begin{pmatrix} \rho_{cc} & \rho_{ct} \\ \rho_{tc} & \rho_{tt} \end{pmatrix}$$

FCNH modulated by $h-H$ mixing

→ Alignment overtakes Glashow-Weinberg NFC

c_γ small

Extra Yukawas

$$\begin{pmatrix} H^+ \\ H + iA \end{pmatrix}$$



*** top-Higgs? → “Flavored” Higgs → SM2 (?)**



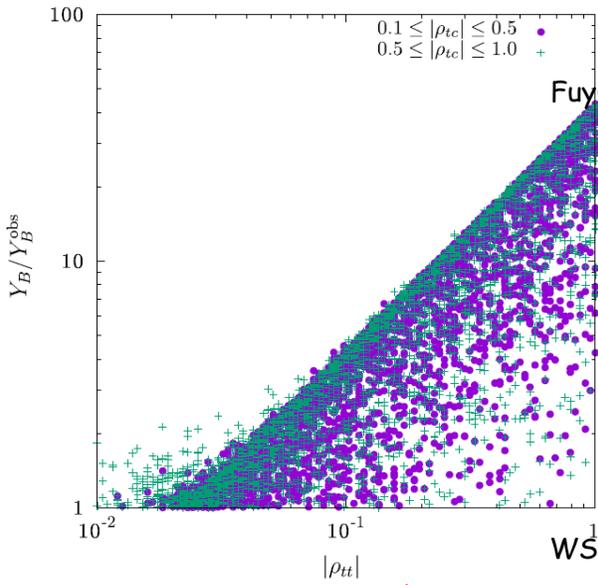
2HDM (w/o Z_2)

EW BaryoGenesis

- **EWBG Remarkably Efficient w/**

$$\mathcal{O}(1) \begin{cases} \text{Higgs quartics } \eta_i \\ \text{New Yukawa } \rho_{tt} \text{ [and } \rho_{tc} \end{cases}$$

N.B. $\mathcal{O}(1)$ modulo flavor org. (of SM): much smaller Yuk. involving lower gen.



Fuyuto, wSH, Senaha, 5'17 (PLB'18)

- Much New FPCP Pheno most modulo c_γ a better substitute for \mathcal{NFC}

- **Approx. Alignment for $\mathcal{O}(1)$ Higgs quartics**

← w/o or w/ Z_2 !

- mild tuning (1/4) → Extreme Alignment
- mild Alignment ($c_\gamma = -0.2$) → lower m_h by level repulsion
- **sub-TeV H^0, A^0, H^+ preferred** → rethink LHC Search

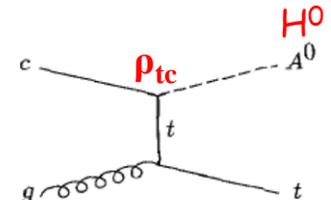
$$\begin{pmatrix} H^+ \\ H + iA \end{pmatrix}$$

Discover @ LHC!?

$$cg \rightarrow tH^0/A^0 \rightarrow ttc(\text{bar}), ttt(\text{bar})$$

Kohda, Modak, WSH, 10'17 (PLB'18)

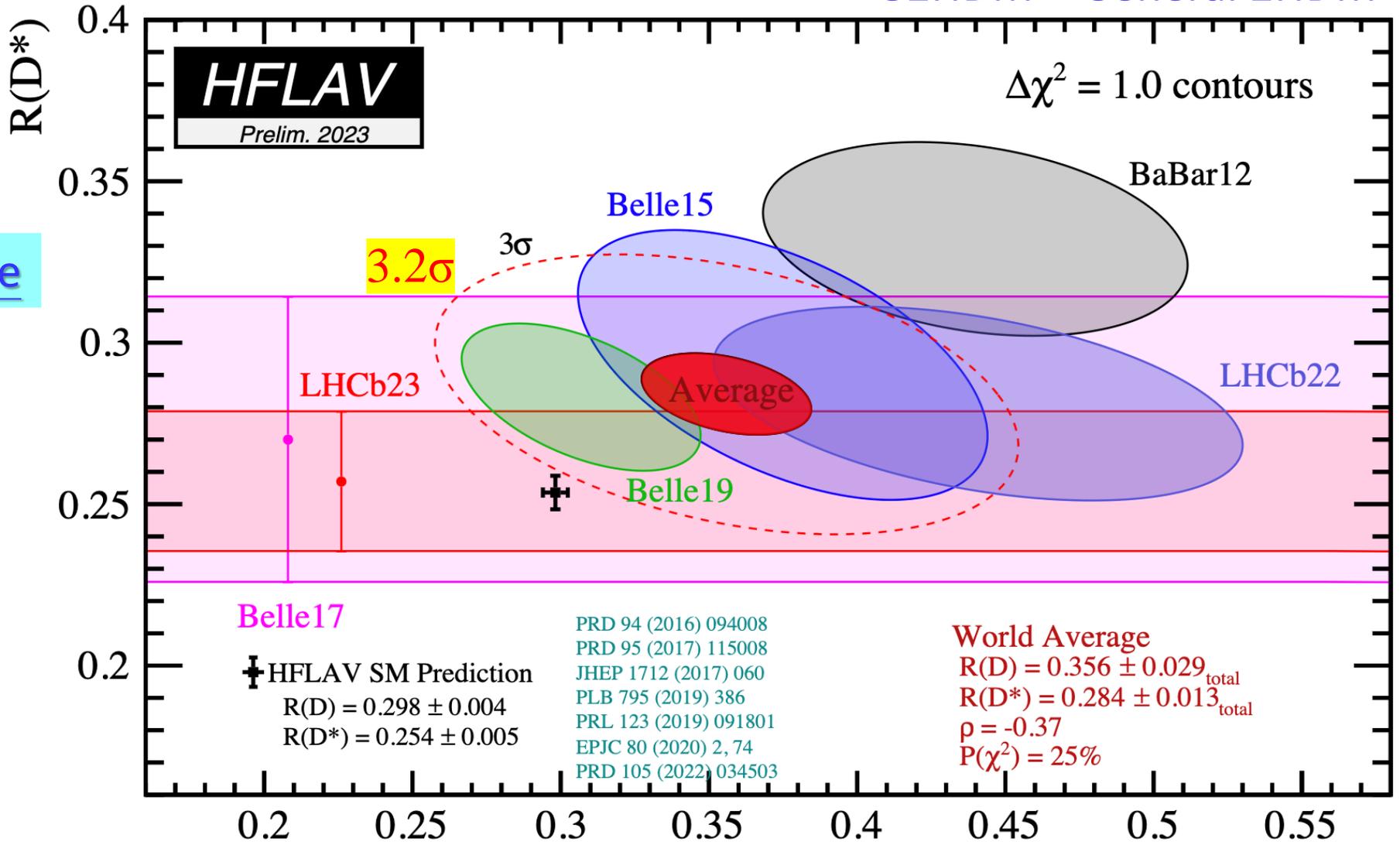
- NOT SUSY!
- Touch EWBG! [need CPV probe]
- Another Energy Layer guaranteed! [by Landau pole]



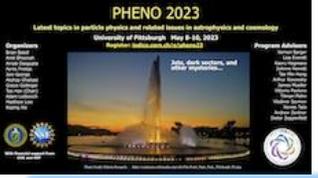
III. Rehab of H^+ for $R_{D^{(*)}}$ in G2HDM

G2HDM = General 2HDM = 2HDM w/o Z_2
 So has extra Yukawa

Not Gone



Isidori:
 “Not all is lost.”



Rehab of H^\pm for $R_{D^{(*)}}$ in G2HDM

not necessary



“G2HDM” offered some earliest explanation:
e.g. Crivellin, Greub, Kokulu, PRD’12
Celis, Jung, Li & Pich, JHEP’13
but ruled out by B_c lifetime argument:
Alonso, Grinstein, Martin Camalich, PRL’17.

1612.06676 (PRL’17): $BR(B_c \rightarrow \tau\nu) < 30\%$
1708.04072 (PRD’17): $BR(B_c \rightarrow \tau\nu) < 10\%$
1811.09603 (PRD’19): $BR(B_c \rightarrow \tau\nu) < 60\%$
(Blanke et al.)

→ 1708. underestimate m_c uncertainty and
 $b \rightarrow B_c$ fragmentation;

2105.02988 (JHEP’21) affirm (63%).
(Aebischer-Grinstein)

G2HDM = General 2HDM = 2HDM w/o Z_2
So has extra Yukawa

See e.g. also 2202.10468, 2302.08935

Revival of H^- interpretation of $R_{D^{(*)}}$ anomaly and closing low mass window

Syuhei Iguro * 2201.06565 (PRD’22)

Interplay of the charged Higgs boson effects in $R_{D^{(*)}}$, $b \rightarrow s\ell^+\ell^-$

Girish Kumar 2212.07233 (PRD’23)

These two papers use over-simplified, unrealistic
extra Yukawa matrices, but illustrates G2HDM is
Rehabilitated for $R_{D^{(*)}}$.
Exp’t may further evolve.

N.B. Please let *Nature* decide on ρ_{ij} values.

Glimpse from a TW Flagship Project

Except $h(125)$ discovered in 2012:

No New Physics!

No SUSY, No Nothin'.

→ HEP Rudderless!

Hear all about it!

Extra Higgs Doublet w/
Extra Yukawa Couplings
& Extra Quartic Couplings

Quite

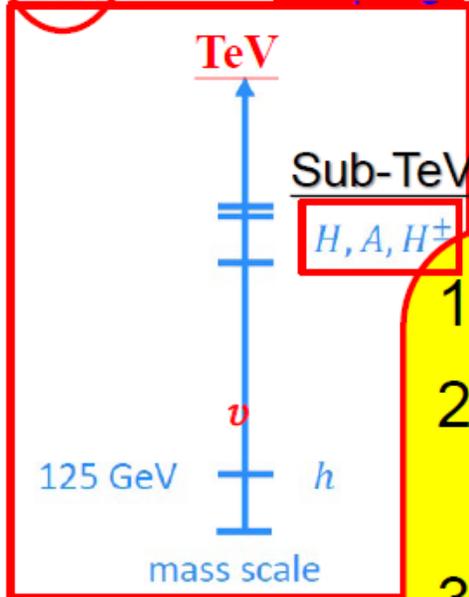
~~MOST~~ Likely Next New Physics! (our assessment)

Finite Chance.

Vision: CJP'22 (arXiv:2109.02557).

Chin.J.Phys.

Really



1. CMS: H, A, H^+ search @ LHC
2. Belle II: $\tau \rightarrow \mu\gamma; B \rightarrow \mu\nu, \tau\nu$
CMS/B II: $B_{s,d} \rightarrow \mu\mu, \tau\mu$
3. Lattice: Higgs Potential { 1st Order Ph.Tr.
Landau Pole
4. "Steering": Pheno 粒子現象學



ASP = Academic Summit Project



Quarks



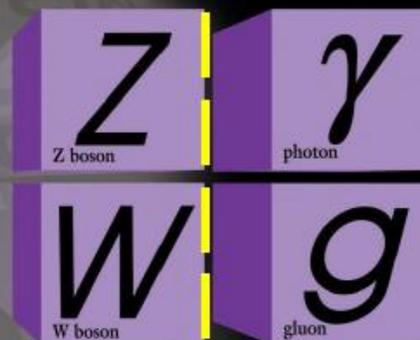
“Flavor”

3 copies



Leptons

Forces



m_e

The "God" Particle: the Origin of Mass

$h(125)$: observed 7/4/2012

λ_f : Yukawa Couplings



Quarks

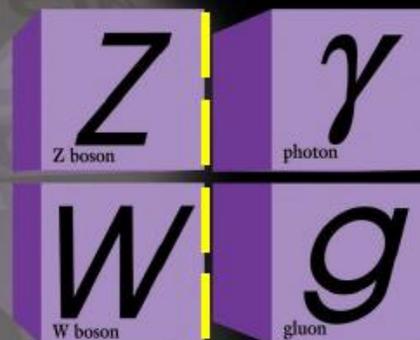


to
 $\sim 173 \text{ GeV}$

“Flavor”

$$m_f = \lambda_f v / \sqrt{2}$$

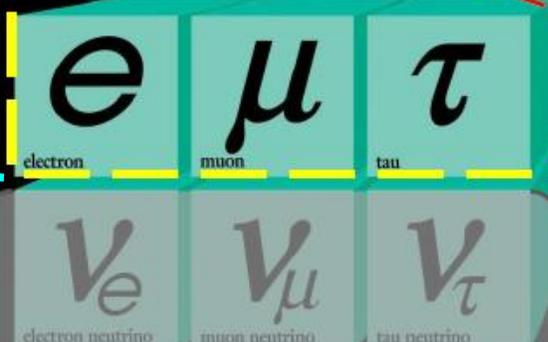
Forces



Dynamical

$$m_V = gv/2$$

$v \approx 246 \text{ GeV}$



$m_e \sim$ from
 0.5 MeV

Leptons

Higgs Mechanism (1964)

$$\Phi = \begin{pmatrix} \phi^+ \\ \phi^0 \end{pmatrix} \xrightarrow[\text{S.S.B.}]{\langle \phi^0 \rangle \neq 0} \begin{pmatrix} G^+ \\ v + h^0 + G^0 \end{pmatrix}$$

\sim Meissner effect of superconductor (MagLev)

G
Goldstone Boson
("eaten")

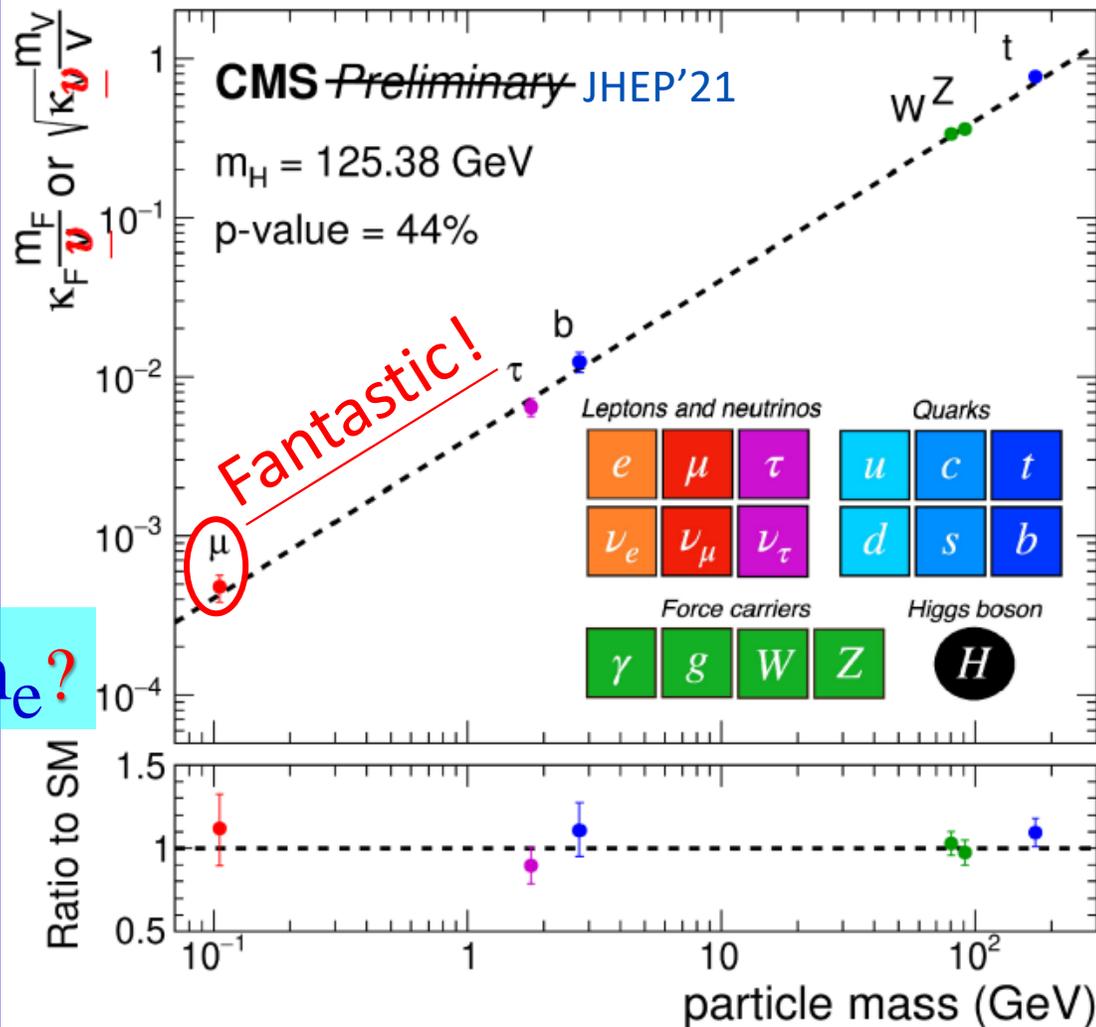


h(125): observed 7/4/2012

λ_f : Yukawa Couplings

Expt'lly Affirmed!

35.9-137 fb⁻¹ (13 TeV)



m_e ?

$g \approx 2m_V/v$

ca. 2015

$\lambda_f \approx \sqrt{2}m_f/v$

t/b/tau: 2018

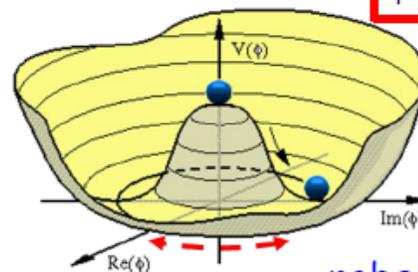
mu: 2020

Higgs "potential": Simplest!!

$V(\Phi) \sim -|\mu|^2|\Phi|^2 + \lambda|\Phi|^4$

$\Rightarrow |\phi^0|^2 = v^2 \sim \mu^2/\lambda$

$v \approx 246$ GeV



nobelprize.org (2013)

Soaring to the Starry Heavens

Baryon **A**symmetry of **U**niverse



Le Raison d'être

EWBG ought to be pursued while LHC is still running!

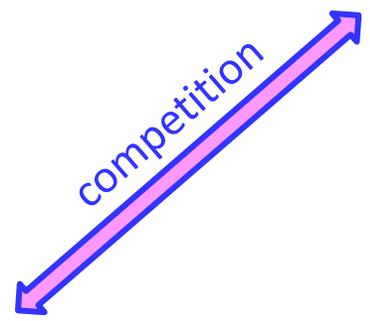
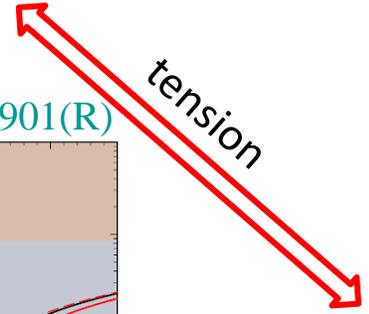
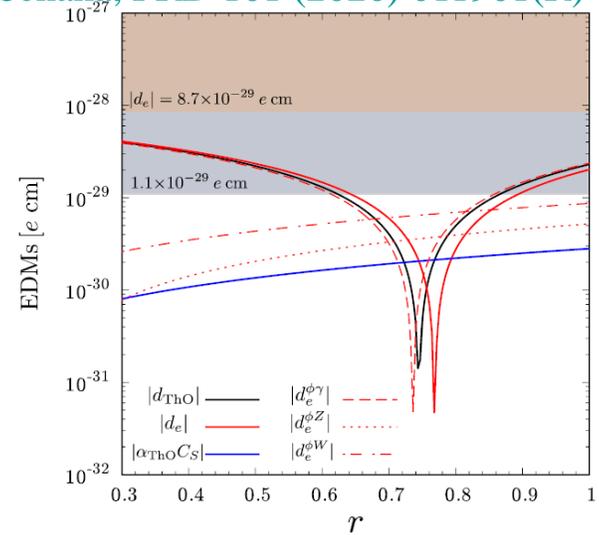
No SUSY, No Nothin'!

Beyond CKM CPV
EW BaryoGenesis (EWBG)
 - more testable -



LHC
 - No New Physics -

Fuyuto, WSH, Senaha, PRD 101 (2020) 011901(R)



JILA'22
eEDM: ACME14 → ~~ACME18~~
 - L.E. Precision Frontier -

0.41
 $|d_e| < 1.1 \times 10^{-29} e cm$

A Natural Cancellation Mechanism!



Gell-Mann (1969 sole Laureate)

“Everything not forbidden is compulsory.”

Vision: [CJP'22](#) (arXiv:2109.02557). (Wiki)

∃ Weak Higgs Doublet $v \approx 246$ GeV

$$\Phi = \begin{pmatrix} \phi^+ \\ \phi^0 \end{pmatrix} \xrightarrow[\text{S.S.B.}]{\langle \phi^0 \rangle \neq 0} \begin{pmatrix} G^+ \\ v + h^0 + G^0 \end{pmatrix}$$

Observed.

Higgs Mechanism (Meissner effect)

$h(125)$ ✓

No Reason to forbid
a Second Higgs,

so ∃ **Second Higgs Doublet**

$$\Phi' = \begin{pmatrix} \phi'^+ \\ \phi'^0 \end{pmatrix} \xrightarrow{\langle \phi'^0 \rangle = 0} \begin{pmatrix} H^+ \\ H^0 + iA \end{pmatrix}$$



(1979 Laureates)

~~Glashow-Weinberg '77 sought to forbid **Second Set of Yukawa's**, refuted by my PLB'92 & EPL'18 (next page).~~

- Still Minority View -

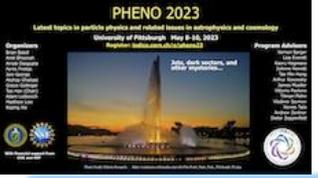
forward looking NSTC! Thanks.

ad hoc

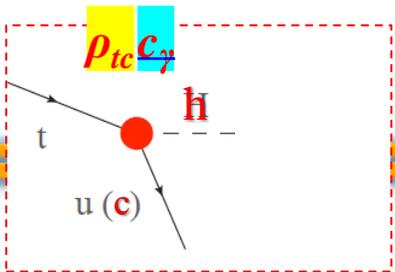
so, the ρ_{ij} s
G2HDM

TW Funding Agency

Zooming in...



First
Fruit



“alignment”
 c_γ small
emergent

c_γ : h-H mixing



- Extra Higgs Doublet w/
- Extra Yukawa Couplings
- Extra Quartic Couplings

General 2HDM

Before Top Quark was Discovered: WSH, PLB'92 (PSI-PR-91-34)

Correction on formulation with “SM”-like Higgs h: Chen, WSH, Kao, Kohda, PLB'13

$$\begin{pmatrix} H^+ \\ H + iA \end{pmatrix}$$

PHYSICAL REVIEW LETTERS **129**, 032001 (2022)

Search for Flavor-Changing Neutral Current Interactions of the Top Quark and Higgs Boson in Final States with Two Photons in Proton-Proton Collisions at $\sqrt{s} = 13$ TeV

A. Tumasyan *et al.**
(CMS Collaboration)



Ⓞ (Received 3 November 2021; accepted 13 June 2022; published 13 July 2022)

Proton-proton interactions resulting in final states with two photons are studied in a search for the signature of flavor-changing neutral current interactions of top quarks (t) and Higgs bosons (H). The analysis is based on data collected at a center-of-mass energy of 13 TeV with the CMS detector at the LHC, corresponding to an integrated luminosity of 137 fb^{-1} . No significant excess above the background prediction is observed. Upper limits on the branching fractions (\mathcal{B}) of the top quark decaying to a Higgs boson and an up (u) or charm (c) quark are derived through a binned fit to the diphoton invariant mass spectrum. The observed (expected) 95% confidence level upper limits are found to be 0.019% (0.031%) for $\mathcal{B}(t \rightarrow Hu)$ and 0.073% (0.051%) for $\mathcal{B}(t \rightarrow Hc)$. These are the strictest upper limits yet determined.

NTUCMS Group

World Best Bound:
 $t \rightarrow ch < 0.00073$

Explaining
BAU

1705.05034

Physics Letters B 776 (2018) 402–406

Electroweak baryogenesis driven by extra top Yukawa couplings

Kaori Fuyuto^{a,*}, Wei-Shu Hou^b, Eibun Senaha^c

EWBG Driven by $\lambda_t \text{Im} \rho_{tt}$

Grand Motivation!

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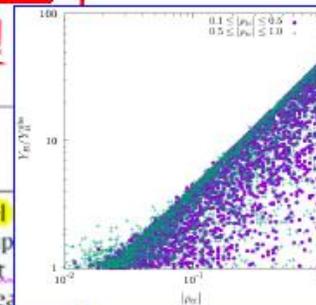
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ABSTRACT

We study electroweak baryogenesis driven by the top quark in a general two Higgs doublet model flavor-changing Yukawa couplings, keeping the Higgs potential CP invariant. With Higgs sector coupling and the additional top Yukawa coupling ρ_{tt} all of $\mathcal{O}(1)$, one naturally has sizable CP violation that the cosmic baryon asymmetry. Even if ρ_{tt} vanishes, the favor-changing coupling ρ_{tc} can still lead successful baryogenesis. Phenomenological consequences such as $t \rightarrow ch$, $\tau \rightarrow \mu \nu$ electron electric dipole moment, $h \rightarrow \gamma \gamma$, and hhh coupling are discussed.



$$\begin{pmatrix} H^+ \\ H + iA \end{pmatrix}$$

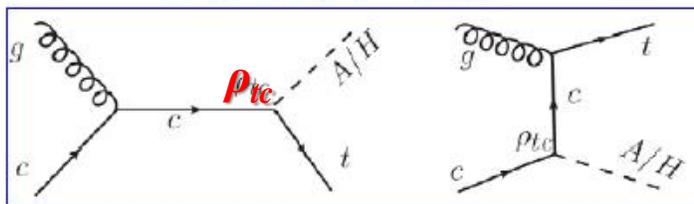
Fit for LHC

1706.07694

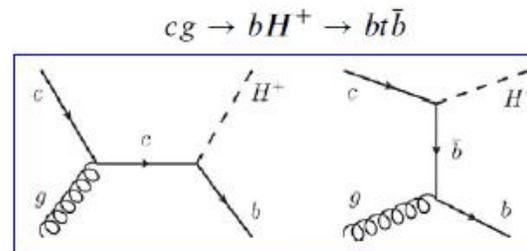
Sub-TeV H, A, H⁺ @ LHC; G2HDM well-hidden so far.

EPL 123 (2018) 11001

1710.07260



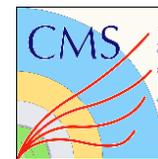
PLB 776 (2018) 379-384



PRL 125 (2020) 221801

unsuppressed
by alignment

Production
Processes



ATLAS-CONF-2022-039 (ICHEP)

Search Started 2/2020.

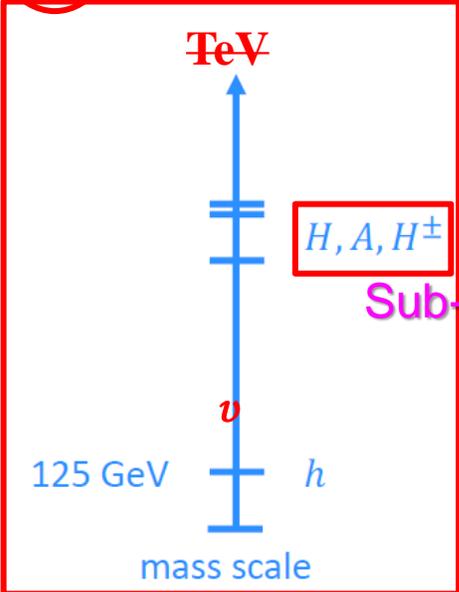
Fruition 2023!

Can't tell you...

2nd ASP 8/2021 – 7/2026

Finite Chance for Discovery!

Extra Higgs Doublet w/
 Extra Yukawa Couplings
 & Extra Quartic Couplings



Decadal Mission of New Higgs/Flavor Era

1. CMS: H, A, H^\pm search @ LHC
2. Belle II: $\tau \rightarrow \mu\gamma; B \rightarrow \mu\nu, \tau\nu; \tau\tau, \tau\mu$
 CMS: $B_{s,d} \rightarrow \mu\mu$
3. Lattice: Higgs Potential $\left\{ \begin{array}{l} 1^{st} \text{EWPT} \\ \text{Landau Pole} \end{array} \right.$
4. Steering: Pheno 粒子現象學

54 extra flavor param.
 & 7 add'l Higgs param.

Kai-Feng (Jack) Chen

Paoti Chang

David C.J. Lin
 (NYCU)

Wish us Luck!

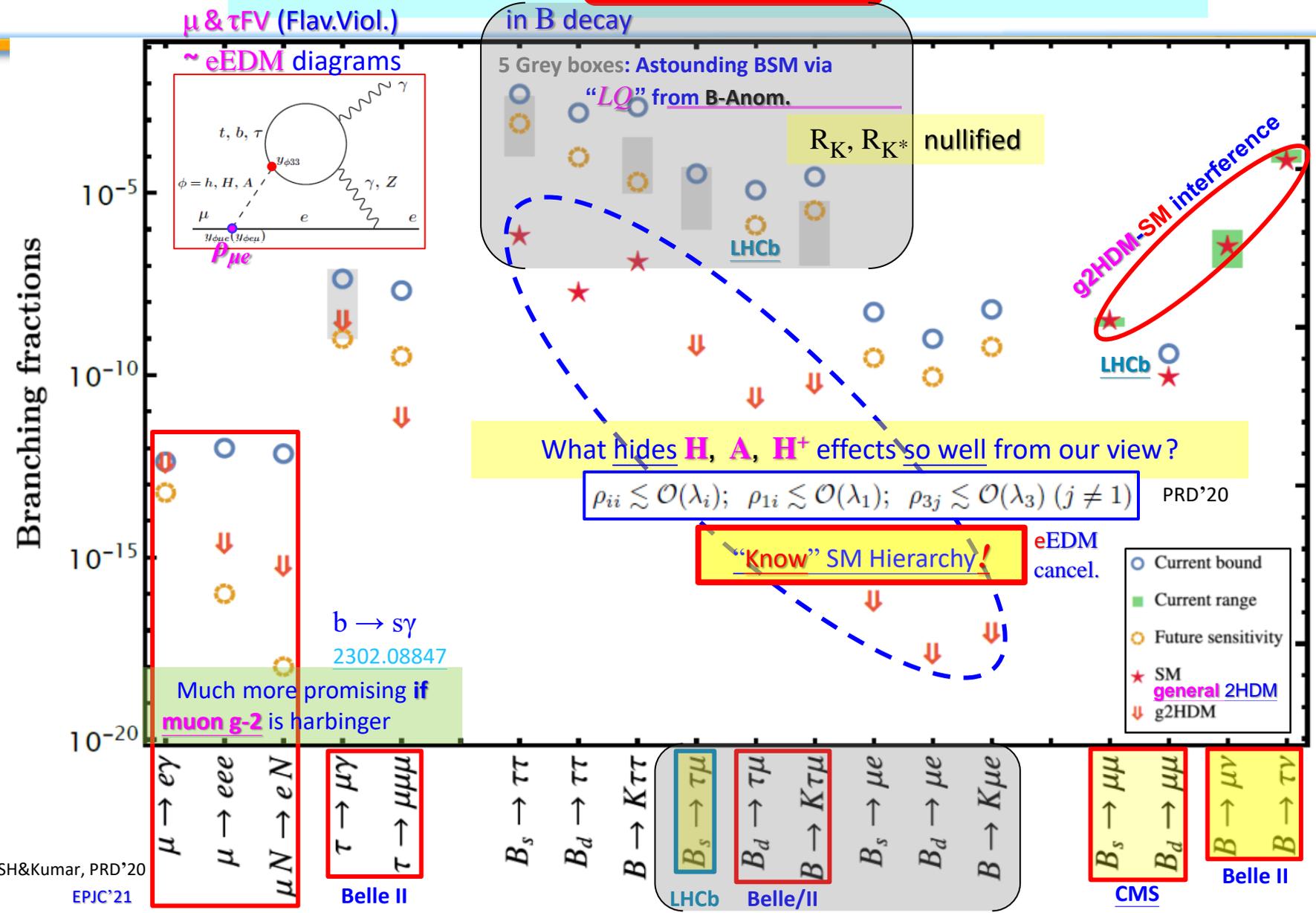
Up to *Nature* whether our “Wish for *Discovery*” is Granted ... or Not ...

Thank You!



a Higgs, and a 2nd Higgs ...

Glimpse of coming **New Flavor Era** in G2HDM



WSH&Kumar, PRD'20
 EPJC'21