# Higgs Potential $\mathbf{V}$ of an $\mathbf{S}_{3}$ Model or Vitaminas y Sabores 

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1 Philosophy

2 Lagrangian with $S_{3}$ and extended Higgs sector

3 Multi-Higgs models and flavour symmetries

4 The Higgs potential in the $S_{3}$ flavour model

5 Conclusions

## How do we choose a flavour symmetry?

- Find the smallest possible flavour symmetry suggested by the data
- Follow it to the end

The $S_{3}$ symmetry group: permutations of 3 objects.


## Permutations

$$
\begin{array}{r}
\left(\begin{array}{lll}
1 & 2 & 3 \\
3 & 1 & 2
\end{array}\right) \quad \Longleftrightarrow \quad \begin{array}{r}
\text { a rotation of } 120^{\circ} \text { around the } \\
\text { invariant vector } \mathbf{V}_{1}
\end{array} \\
\left(\begin{array}{lll}
1 & 2 & 3 \\
2 & 1 & 3
\end{array}\right)
\end{array} \Longleftrightarrow \quad \begin{array}{r}
\text { a rotation of } 180^{\circ} \text { around the } \\
\text { invariant vector } \mathbf{V}_{2 S}
\end{array}
$$

The irreps of the group are:

- 1 dimension: $\mathbf{1}_{A}, \mathbf{1}_{S}$
- 2 dimensions: 2

The direct products between irreps are:
$-1_{S} \otimes 1_{S}=1_{S}$
$\square 1_{A} \otimes 1_{A}=1_{S}$

- $\mathbf{1}_{A} \otimes \mathbf{1}_{S}=\mathbf{1}_{A}$
- $1_{S} \otimes 2=2$
$\square 1_{A} \otimes 2=2$
- $2 \otimes 2=2 \oplus \mathbf{1}_{S} \oplus \mathbf{1}_{A}$


## The tensor product of two doublets:

$$
\mathbf{p}_{\mathbf{D}}=\binom{p_{D 1}}{p_{D 2}} \quad \text { and } \quad \mathbf{q}_{D}=\binom{q_{D 1}}{q_{D 2}}
$$

we have two singlets, $r_{S}$ and $r_{A}$, and one doublet $\mathbf{r}_{D}$, where:
$r_{S}=p_{D 1} q_{D 1}+p_{D 2} q_{D 2}$ is invariant, $r_{A}=p_{D 1} q_{D 2}-p_{D 2} q_{D 1}$ is not invariant
and

$$
\mathbf{r}_{D}=\binom{p_{D 1} q_{D 2}+p_{D 2} q_{D 1}}{p_{D 1} q_{D 1}-p_{D 2} q_{D 2}}
$$

is invariant.

Logarithmic plot of fundamental known fermion masses
I II


Fundamental fermions normalized by the heaviest of each type Suggests $\mathbf{2} \oplus \mathbf{1}$ structure

## The Lagrangian $\mathcal{L}_{Y}=\mathcal{L}_{Y_{D}}+\mathcal{L}_{Y_{U}}+\mathcal{L}_{Y_{E}}+\mathcal{L}_{Y_{\nu}}$

$$
\begin{aligned}
\mathcal{L}_{Y_{D}}= & -Y_{1}^{d} \bar{Q}_{I} H_{S} d_{I R}-Y_{3}^{d} \bar{Q}_{3} H_{S} d_{3 R} \\
& -Y_{2}^{d}\left[\bar{Q}_{I} \kappa_{I J} H_{1} d_{J R}+\bar{Q}_{I} \eta_{I J} H_{2} d_{J R}\right] \\
& -Y_{4}^{d} \bar{Q}_{3} H_{l} d_{I R}-Y_{5}^{d} \bar{Q}_{I} H_{l} d_{3 R}+\text { h.c. }, \\
\mathcal{L}_{Y_{U}}= & -Y_{1}^{u} \bar{Q}_{I}\left(i \sigma_{2}\right) H_{S}^{*} u_{I R}-Y_{3}^{u} \bar{Q}_{3}\left(i \sigma_{2}\right) H_{S}^{*} u_{3 R} \\
& -Y_{2}^{u}\left[\bar{Q}_{I} \kappa_{I J}\left(i \sigma_{2}\right) H_{1}^{*} u_{J R}+\eta \bar{Q}_{I} \eta_{I J}\left(i \sigma_{2}\right) H_{2}^{*} u_{J R}\right] \\
& -Y_{4}^{u} \bar{Q}_{3}\left(i \sigma_{2}\right) H_{l}^{*} u_{I R}-Y_{5}^{u} \bar{Q}_{I}\left(i \sigma_{2}\right) H_{I}^{*} u_{3 R}+\text { h.c. }, \\
\mathcal{L}_{Y_{E}}= & -Y_{1}^{e} \bar{L}_{I} H_{S} e_{I R}-Y_{3}^{e} \bar{L}_{3} H_{S} e_{3 R} \\
& -Y_{2}^{e}\left[\bar{L}_{I} \kappa_{I J} H_{1} e_{J R}+\bar{L}_{I} \eta_{I J} H_{2} e_{J R}\right] \\
& -Y_{4}^{e} \bar{L}_{3} H_{I} e_{I R}-Y_{5}^{e} \bar{L}_{I} H_{I} e_{3 R}+\text { h.c. } \\
& -Y_{1}^{\nu} \bar{L}_{I}\left(i \sigma_{2}\right) H_{S}^{*} \nu_{I R}-Y_{3}^{\nu} \bar{L}_{3}\left(i \sigma_{2}\right) H_{S}^{*} \nu_{3 R} \\
& -Y_{2}^{\nu}\left[\bar{L}_{I} \kappa_{I J}\left(i \sigma_{2}\right) H_{1}^{*} \nu_{J R}+\bar{L}_{I} \eta_{I J}\left(i \sigma_{2}\right) H_{2}^{*} \nu_{J R}\right] \\
& -Y_{4}^{\nu} \bar{L}_{3}\left(i \sigma_{2}\right) H_{I}^{*} \nu_{I R}-Y_{5}^{\nu} \bar{L}_{I}\left(i \sigma_{2}\right) H_{l}^{*} \nu_{3 R}+\text { h.c. },
\end{aligned}
$$

and

$$
\kappa=\left(\begin{array}{ll}
0 & 1 \\
1 & 0
\end{array}\right) \text { and } \eta=\left(\begin{array}{cc}
1 & 0 \\
0 & -1
\end{array}\right) .
$$

## Quarks

Numerical study of quarks showed compatibility with data
(Kubo, Mondragón, Mondragón, Rodríguez-Jáuregui, 2003)

FCNC's in quark sector are suppressed
(Teshima, 2012)
A general study of the parameterization of the quark mass matrices and numerical analysis with recent data shows very good agreement with data (F. González, A. Mondragón, U. Saldaña, L. Velasco, 2012)

## Leptons

- In the leptonic sector we add a $Z_{2}$ symmetry

■ FCNC's are strongly suppressed by the $S_{3} \times Z_{2}$ symmetry and the strong mass hierarchy of the charged leptons

- Predictions for neutrino masses and mixings
- $S_{3}$ gives $\neq \Theta_{13}$

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A. Mondragón, M. Mondragón, E. Peinado, 2007,2008
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- Compatible with recent data
A. Mondragón, M. Mondragón, F. González, 2012


## Multi-Higgs models and flavour symmetries

- Interesting work has been done on stability of multi-Higgs models with flavour symmetries
- Also in their properties concerning CP violation
- Of immediate interest to us: adding discrete symmetries can imply continuous symmetries $\Rightarrow$ Goldstone bosons

Lavoura et al, 1994; Barroso et al; 2004, 2006, 2007, Branco et al, 2005; Ferreira et al, 2005, 2010,2011; Pilaftsis 2011

The Higgs potential in the $S_{3}$ flavour model

Some references of works with an $S_{3}$ invariant Higgs potential...
■ S. Pakvasa and H. Sugawara, Phys. Lett. 73B, 61 (1978)
■ E. Derman, Phys. Rev. D19, 317 (1979)
■ D. Wyler, Phys. Rev. D19, 330 (1979)
■ R. Yahalom, Phys. Rev. D29, 536 (1984)

- Y. Koide, Phys. Rev. D60, 077301 (1999)

■ J. Kubo et al, Phys. Rev. D70, 036007 (2004)
■ S. Chen et al, Phys. Rev. D70, 073008 (2004)
■ O. Félix-Beltrán, M.M., et al, J.Phys.Conf.Ser. 171, 012028 (2009)
■ D. Meloni et al, Nucl. Part. Phys. 38 015003, (2011)
■ G. Bhattacharyya et al, Phys. Rev. D83, 011701 (2011)
■ There are many more, I apologize for those not included.

In what sense are we asking: Which is the most general $S_{3}$-invariant Higgs potential?

- It has the highest level of flavour symmetry.

■ It has the highest arbitrariness without breaking the flavour symmetry.

■ Crucial to phenomenology $\Rightarrow$ consistency is essential

Two essential things to work it out were:

## The tensorial products between irreps:

To carefully carry the weak $\left(S U(2)_{L}\right)$ index.

Follow the symmetry...


1. Find out all the I.i. $S_{3}$-invariant terms for 2 and $\mathbf{4}$ scalar fields.

$$
\begin{aligned}
& n=2 \text { : } \\
& \text { - } \mathbf{1}_{\mathrm{S}} \otimes \mathbf{1}_{\mathrm{S}} \\
& \square[2 \otimes 2]_{S} \\
& n=4 \text { : } \\
& -\mathbf{1}_{\mathrm{s}} \otimes \mathbf{1}_{\mathrm{s}} \otimes \mathbf{1}_{\mathrm{s}} \otimes \mathbf{1}_{\mathrm{S}} \\
& \square\left[\left(\mathbf{1}_{\mathrm{s}} \otimes 2\right) \otimes\left(\mathbf{1}_{\mathrm{S}} \otimes 2\right)\right] \mathrm{s} \\
& \square\left[\left(1_{S} \otimes 2\right) \otimes(2 \otimes 2)_{2}\right]_{S} \\
& \text { - }(2 \otimes 2)_{A} \otimes(2 \otimes 2)_{A} \\
& \text { - }(2 \otimes 2)_{S} \otimes(2 \otimes 2)_{S} \\
& \text { ■ }\left[(2 \otimes 2)_{2} \otimes(2 \otimes 2)_{2}\right]_{S}
\end{aligned}
$$

2. Take an explicit convention for the whole theory (Yukawa Lagrangian and Higgs potential) of where to place the symmetric and antisymmetric doublet components.

$$
H_{D}=\binom{H_{D A}}{H_{D S}}
$$

$\left.\left(f_{D A}, f_{D S}\right)^{T} \otimes\left(g_{D A}, g_{D S}\right)^{T}=\frac{1}{\sqrt{2}}\left(f_{D A} g_{D A}+f_{D S} g_{D S}\right)\right)_{1_{S}}$

$$
\begin{aligned}
\oplus & \frac{1}{\sqrt{2}}\left(f_{D A} g_{D S}-f_{D S} g_{D A}\right)_{\mathbf{1}_{A}} \\
\oplus & \frac{1}{\sqrt{2}}\binom{f_{D A} g_{D S}+f_{D S} g_{D A}}{f_{D A} g_{D A}-f_{D S} g_{D S}}_{\mathbf{2}}
\end{aligned}
$$

3. For each $S_{3}$-invariant term make all the different independent weak indices contractions.
4. Assign the same self-coupling parameter for each different contraction of the same $S_{3}$-invariant term.

We label the three Higgs doublets $H_{1}, H_{2}$ and $H_{S}$ in terms of their real and imaginary parts as

$$
H_{1}=\binom{\phi_{1}+i \phi_{2}}{\phi_{7}+i \phi_{10}}, H_{2}=\binom{\phi_{3}+i \phi_{4}}{\phi_{8}+i \phi_{11}}, H_{S}=\binom{\phi_{5}+i \phi_{6}}{\phi_{9}+i \phi_{12}}
$$

where $S$ is the flavour index for the $S_{3}$ Higgs field singlet.

The potential is:

$$
\begin{aligned}
V= & \mu_{D}^{2}\left(H_{1}^{\dagger} H_{1}+H_{2}^{\dagger} H_{2}\right)+\mu_{S}^{2}\left(H_{S}^{\dagger} H_{S}\right)+a\left(H_{S}^{\dagger} H_{S}\right)^{2} \\
& +b\left(H_{S}^{\dagger} H_{S}\right)\left(H_{1}^{\dagger} H_{1}+H_{2}^{\dagger} H_{2}\right)+c\left(H_{1}^{\dagger} H_{1}+H_{2}^{\dagger} H_{2}\right)^{2} \\
& +d\left(H_{1}^{\dagger} H_{2}-H_{2}^{\dagger} H_{1}\right)^{2}+e f_{i j k}\left(\left(H_{S}^{\dagger} H_{i}\right)\left(H_{S}^{\dagger} H_{k}\right)+\text { h.c. }\right) \\
& +f\left\{\left(H_{S}^{\dagger} H_{1}\right)\left(H_{1}^{\dagger} H_{S}\right)+\left(H_{S}^{\dagger} H_{2}\right)\left(H_{2}^{\dagger} H_{S}\right)\right\} \\
& +g\left\{\left(H_{1}^{\dagger} H_{1}-H_{2}^{\dagger} H_{2}\right)^{2}+\left(H_{1}^{\dagger} H_{2}+H_{2}^{\dagger} H_{1}\right)^{2}\right\} \\
& +h\left\{\left(H_{S}^{\dagger} H_{1}\right)\left(H_{S}^{\dagger} H_{1}\right)+\left(H_{S}^{\dagger} H_{2}\right)\left(H_{S}^{\dagger} H_{2}\right)\right. \\
& \left.+\left(H_{1}^{\dagger} H_{S}\right)\left(H_{1}^{\dagger} H_{S}\right)+\left(H_{2}^{\dagger} H_{S}\right)\left(H_{2}^{\dagger} H_{S}\right)\right\},
\end{aligned}
$$

where $f_{112}=f_{121}=f_{211}=-f_{222}=1 ; 1,2$ indices of the flavour doublets

We define

$$
\begin{array}{ll}
x_{1}=H_{1}^{\dagger} H_{1}, & x_{4}=\mathcal{R}\left(H_{1}^{\dagger} H_{2}\right), \\
x_{7}=\mathcal{I}\left(H_{1}^{\dagger} H_{2}\right) \\
x_{2}=H_{2}^{\dagger} H_{2}, & x_{5}=\mathcal{R}\left(H_{2}^{\dagger} H_{S}\right), \\
x_{8}=\mathcal{I}\left(H_{1}^{\dagger} H_{S}\right) \\
x_{3}=H_{S}^{\dagger} H_{S}, & x_{6}=\mathcal{R}\left(H_{1}^{\dagger} H_{S}\right), \\
x_{9}=\mathcal{I}\left(H_{2}^{\dagger} H_{S}\right)
\end{array}
$$

then the potential is

$$
\begin{aligned}
V=\mu_{D}^{2} & \left(x_{1}+x_{2}\right)+\mu_{S}^{2} x_{3}+a x_{3}^{2}+b\left(x_{1}+x_{2}\right) x_{3}+c\left(x_{1}+x_{2}\right)^{2} \\
- & 4 d x_{7}^{2}+2 e\left[\left(x_{1}-x_{2}\right) x_{6}+2 x_{4} x_{5}\right]+f\left(x_{5}^{2}+x_{6}^{2}+x_{8}^{2}+x_{9}^{2}\right) \\
& +g\left[\left(x_{1}+x_{2}\right)^{2}+4 x_{4}^{2}\right]+2 h\left(x_{5}^{2}+x_{6}^{2}-x_{8}^{2}-x_{9}^{2}\right) .
\end{aligned}
$$

## Potential with $e=0$ :

$$
\begin{aligned}
V=\mu_{D}^{2} & \left(x_{1}+x_{2}\right)+\mu_{S}^{2} x_{3}+a x_{3}^{2}+b\left(x_{1}+x_{2}\right) x_{3}+c\left(x_{1}+x_{2}\right)^{2} \\
- & 4 d x_{7}^{2}+f\left(x_{5}^{2}+x_{6}^{2}+x_{8}^{2}+x_{9}^{2}\right) \\
& +g\left[\left(x_{1}+x_{2}\right)^{2}+4 x_{4}^{2}\right]+2 h\left(x_{5}^{2}+x_{6}^{2}-x_{8}^{2}-x_{9}^{2}\right) .
\end{aligned}
$$

Has an accidental S2' symmetry (Pakvasa and Sugawara 1978).

The minimum has a rotational symmetry in the $v_{1}, v_{2}$ plane, around $v_{3}$. Has an extra Goldstone boson

## Most $S_{3}$ symmetric potential

$$
\begin{array}{r}
V_{H_{s} \oplus H_{D}}=\mu_{0}^{2} x_{3}+\mu_{1}^{2}\left(x_{1}+x_{2}\right)+a x_{3}^{2}+b x_{3}\left(x_{1}+x_{2}\right)+c\left(x_{1}+x_{2}\right. \\
-4 d x_{7}^{2}+g\left[\left(x_{1}-x_{2}\right)^{2}+4 x_{4}^{2}\right]+f\left(x_{5}^{2}+x_{6}^{2}+x_{8}^{2}+x_{9}^{2}\right)+2 h\left(x_{5}^{2}+x_{6}^{2}-x_{8}^{2}-x\right. \\
+2 e\left[2 x_{4} x_{6}+x_{5}\left(x_{1}-x_{2}\right.\right.
\end{array}
$$

At the price of loosing arbitrariness in $S U(2)$

## probably not a good idea...

## Stationary points

The potential has three types of stationary points

- The normal minimum with the following field configuration:

$$
\phi_{7}=v_{1}, \phi_{8}=v_{2}, \phi_{9}=v_{3}, \phi_{i}=0, \quad i \neq 7,8,9
$$

- The stationary point which breaks electric charge, here two of the charged fields $\phi$ acquire non zero vev's :

$$
\phi_{7}=v_{1}^{\prime}, \phi_{8}=v_{2}^{\prime}, \phi_{9}=v_{3}^{\prime}, \phi_{1}=\alpha, \phi_{3}=\beta,
$$

- The $C P$ breaking minimum, where two imaginary components of the neutral fields $\phi$ acquire non zero vev's.

$$
\phi_{7}=v_{1}^{\prime \prime}, \phi_{8}=v_{2}^{\prime \prime}, \phi_{9}=v_{3}^{\prime \prime}, \phi_{10}=\delta, \phi_{11}=\gamma
$$

## We analyze here only the normal minimum of the most general V :

$$
\phi_{7}=v_{1}, \quad \phi_{8}=v_{2}, \quad \phi_{9}=v_{3}, \quad \phi_{i}=0, \quad i \neq 7,8,9
$$

Then

$$
\begin{aligned}
& 0=\left[\mu_{1}^{2}+(b+f+2 h) v_{3}^{2}+2(c+g)\left(v_{1}^{2}+v_{2}^{2}\right)\right] v_{1}+6 e v_{1} v_{2} v_{3}, \\
& 0=\left[\mu_{1}^{2}+(b+f+2 h) v_{3}^{2}+2(c+g)\left(v_{1}^{2}+v_{2}^{2}\right)\right] v_{2}+3 e\left(v_{1}^{2}-v_{2}^{2}\right) v_{3}, \\
& 0=\left[\mu_{0}^{2}+(b+f+2 h)\left(v_{1}^{2}+v_{2}^{2}\right)+2 a v_{3}^{2}\right] 2 v_{3}+2 e\left(3 v_{1}^{2}-v_{2}^{2}\right) v_{2} .
\end{aligned}
$$

$v_{1}$ and $v_{2}$ correspond to the Higgs flavour doublet, $v_{3}$ to the singlet

From the first two equations:

$$
v_{1}^{2}=3 v_{2}^{2} \Rightarrow \tan ^{2} \phi=1 / 3
$$

and the third is a cubic equation on $v_{3}^{2}$ in terms of the self couplings.
We express $v_{1}, v_{2}$ and $v_{3}$ in spherical coordinates, to simplify the analysis:


$$
\begin{aligned}
& v_{1}=r \sin \theta \cos \phi \\
& v_{2}=r \sin \theta \sin \phi \\
& v_{3}=r \cos \theta
\end{aligned}
$$

$\theta$ parametrizes whether we have a minimum with: $\sin \theta=0$ one vev different from zero $\cos \theta=0$ two vev's different from zero or the three vev's different from zero, the solution we will analyze
$v_{1}^{2}+v_{2}^{2}+v_{3}^{2}=v^{2}$ and $\tan ^{2} \phi=1 / 3$ imply $\phi=\pi / 3$, thus:

$$
\begin{gathered}
v_{1}=\frac{v \sin \theta}{2} \\
v_{2}=\frac{\sqrt{3} v \sin \theta}{2} \\
v_{3}=v \cos \theta
\end{gathered}
$$

$\cos \theta$ function of the potential parameters
The minimization conditions imply:

$$
\begin{aligned}
& \mu_{1}^{2}=-8 v_{2}^{2}(c+g)-6 e v_{3} v_{2}-v_{3}^{2}(b+f+2 h) \\
& \mu_{0}^{2}=\frac{2}{v_{3}}\left(-4 e v_{2}^{3}-2 v_{3} v_{2}^{2}(b+f+2 h)-a v_{3}^{3}\right)
\end{aligned}
$$

## Mass matrix for the neutral Higgses:

$$
\begin{aligned}
& \mathbf{M}_{S}^{2}= \\
& v^{2}\left(\begin{array}{c}
9(c+g) \sin ^{2} \theta \\
\frac{3 \sqrt{3}}{2}\left(2(c+g) \sin ^{2} \theta+3 \sqrt{3} e \sin \theta \cos \theta\right) \\
\frac{3 \sqrt{3}}{2}\left(3 e \sin ^{2} \theta+\sqrt{3} b \sin \theta \cos \theta\right)
\end{array}\right. \\
& \begin{array}{c}
\frac{3 \sqrt{3}}{2}\left(2(c+g) \sin ^{2} \theta+3 \sqrt{3} e \sin \theta \cos \theta\right) \\
3\left((c+g) \sin ^{2} \theta-3 \sqrt{3} e \sin \theta \cos \theta\right) \\
\frac{3}{2}\left(3 e \sin ^{2} \theta+\sqrt{3} b \sin \theta \cos \theta\right)
\end{array} \\
& \frac{3 \sqrt{3}}{2}\left(3 e \sin ^{2} \theta+\sqrt{3} b \sin \theta \cos \theta\right) \\
& \frac{3}{2}\left(3 e \sin ^{2} \theta+\sqrt{3} b \sin \theta \cos \theta\right) \\
& -\frac{3 \sqrt{3}}{8} \sin ^{2} \theta \tan \theta+2 \cos ^{2} \theta \\
& m_{H_{1}^{0}}^{2}=-e v^{2}|\sin (\theta) \cos (\theta)| \\
& m_{H_{2,3}^{0}}^{2}=S \pm T
\end{aligned}
$$

where $S$ and $T$ functions of the parameters, $\cos \theta$ and $\tan \theta$

## Mass matrix for the charged Higgses:

$$
\begin{aligned}
& \mathbf{M}_{C}^{2}= \\
& \sqrt{3} / 2 v^{2} \sin \theta \cos \theta\left(\begin{array}{ccc}
-2(g \sqrt{3} \tan \theta+e) & \sqrt{3}(2 g \sqrt{3} \tan \theta+e) & 3 \tan \theta e \\
\sqrt{3}(2 b \sqrt{3} \tan \theta+e) & -2(g \sqrt{3} \tan \theta+e) & \sqrt{3} \tan \theta e \\
3 \tan \theta e & \sqrt{3} \tan \theta e & -3 \tan ^{2} \theta e
\end{array}\right)
\end{aligned}
$$

two identical matrices, with the following eigenvalues

$$
\begin{align*}
m_{G}^{2} & =0  \tag{1}\\
m_{H_{1}^{ \pm}}^{2} & =-8 g v^{2} \sin ^{2} \theta+\frac{5}{9} m_{H_{1}^{0}}^{2} \\
m_{H_{2}^{ \pm}}^{2} & =-2 e v^{2}|\tan \theta|
\end{align*}
$$

## Mass matrix for the pseudoscalar Higgses:

$$
\begin{aligned}
& \mathbf{M}_{P}^{2}=\frac{\sqrt{3} v^{2} \sin \theta \cos \theta}{2} . \\
& \left(\begin{array}{ccc}
-2\left((d+g) \sqrt{3} \tan \theta+e+\frac{\sqrt{3}}{2} h \tan \theta\right) & \sqrt{3}(2(d+g) \sqrt{3} \tan \theta+e) & \sqrt{3}(e \sqrt{3} \tan \theta+2 h) \\
3(2(d+g) \tan \theta+e) & -6 \sqrt{3}(d+g) \tan \theta-4 e-2 \sqrt{3} h \tan \theta & (e \sqrt{3} \tan \theta+2 h) \\
\sqrt{3}(e \sqrt{3} \tan \theta+2 h) & (e \sqrt{3} \tan \theta+2 h) & -3 \tan ^{2} \theta-4 \sqrt{3} h \tan \theta
\end{array}\right)
\end{aligned}
$$

with the pseudoscalar Higgs mass eigenvalues given as

$$
\begin{aligned}
m_{G^{0}}^{2} & =0 \\
m_{A_{1}^{0}}^{2} & =m_{H_{1}^{ \pm}}^{2}-8 v^{2}\left(d \sin ^{2} \theta+h \cos ^{2} \theta\right) \\
m_{A_{2}^{0}}^{2} & =m_{H_{2}^{ \pm}}^{2}-8 h v^{2}
\end{aligned}
$$

- After the electroweak symmetry breaking we have the following massive Higgses:
- 4 charged ones
- 3 neutral ones
- 2 neutral pseudoscalar ones
- 3 Goldstone bosons to give mass to the $W^{ \pm}$and $Z$

■ No extra unwanted Goldstone bosons

■ We look at the normal minimum, i.e. no CP or charge breaking
■ We analyze the most general potential: highest degree of symmetries plus highest degree of arbitriness
■ For the case $e=0$, i.e. no mixing between the singlet and doublet Higgs: We find a rotational symmetry at the minimum and an extra Goldstone boson, accidental $S_{2}$ symmetry (consistent with Sugawara and Pakvasa)

- The case with $e \neq 0$ (most general) gives a mixing between the three vev's
seems consistent with more general quark mass matrices analysis
- We derive the mass matrices and find the eigenvalues crucial for phenomenology
- No extra Goldstone bosons
- Details of the minima have to be analyzed in detail (work in progress)


## Conclusions

- The permutational symmetry $S_{3}$ with extended Higgs sector accomodates very well the quark and lepton masses, reducing the number of free parameters
■ Allows a "unified" treatment of quark, lepton and Higgs sectors
- Possible to find analytical expressions for mixing matrices in terms of masses
- Gives predictions in the neutrino sector mixing angles in terms of masses
in particular $\Theta_{13} \neq 0$ and consistent with experimental data


## Conclusions

- Further predictions will come from the Higgs sector
- Essential to define consistently the potential

■ In our case: maximum degree of symmetry without loosing generality

- The normal minimum, without mixing of singlet and doublet, has an accidental $S_{2}$ symmetry
- Mixing of doublet and singlet appears consistent with more general analysis of quark masses
■ No extra Goldstone bosons
■ Look at the constraints that are imposed on the vev's and couplings from internal consistency and experiment
■ Leptogenesis (with Arturo Alvarez) possible and consistent with above

