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Quark and Lepton Flavor Symmetry and the 126 GeV Higgs Boson

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A successful flavor symmetry for quarks and leptons should have a good explanation of why the observed 126 GeV Higgs boson is very close to that of the standard model. Such a model based on the discrete symmetry S(3) was already proposed in 2004, but this issue was not studied. To support the S(3) symmetry, this model has three Higgs doublets, but the lightest one is naturally almost the same as the standard-model one.
The phenomenology of this model in the quark sector is discussed.

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