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Non-universal MSSM as the effective theory from flavour

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Flavour symmetries a la Froggatt-Nielsen provide a compelling way to explain the hierarchy of fermionic masses and mixing angles in the Yukawa sector. In Supersymmetric extensions of the SM where the breaking of Supersymmetry occurs at scales much larger than the breaking of flavour, this flavour symmetry must be respected not only by the Yukawas of the superpotential, but by the soft - breaking masses and trilinear terms as well. In this work we show that contrary to naive expectations, even starting with flavour blind soft breaking at a high scale, the effective theory obtained after integrating out the heavy flavour mediator fields is strongly non-universal. We explore the phenomenology of these SUSY models after the latest LHC searches for new physics.

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