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On the Higgs potential in the MS3IESM

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Abstract content

I will briefly present a new derivation of the most general form of the Higgs potential in the framework of the Minimal S_3 -Invariant Extension of the Standard Model (MS3IESM). By introducing in the theory three Higgs fields that are $SU(2)$ doublets and a permutational symmetry, S_3 , the concepts of flavours and generations are extended to the Higgs sector. In this work, we will try to clarify some confusions in the recent literature on the number of self-couplings and the number of independent terms in the Higgs potential of the theory.

Summary

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