

# **The Unnatural Composite Higgs**

(a.k.a “Split” Composite Higgs)

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**ICTP-SAIFR seminar, Sao Paulo, Brazil,  
December 1, 2015**

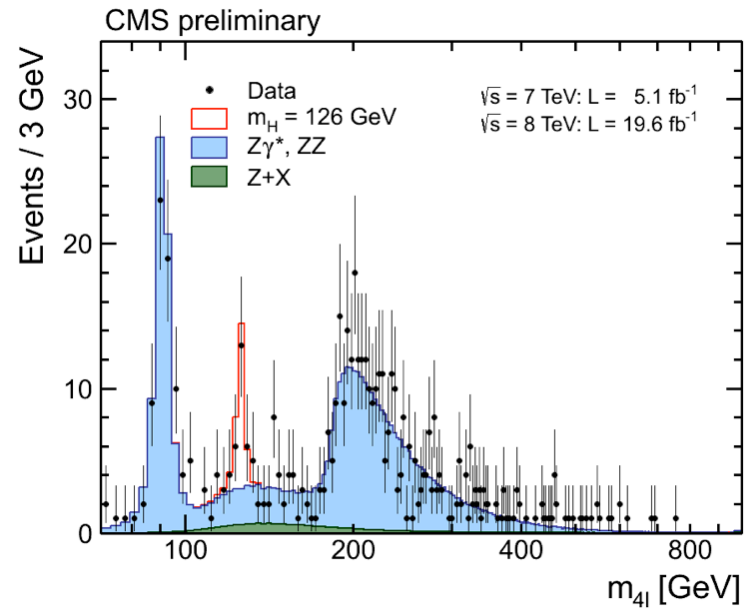
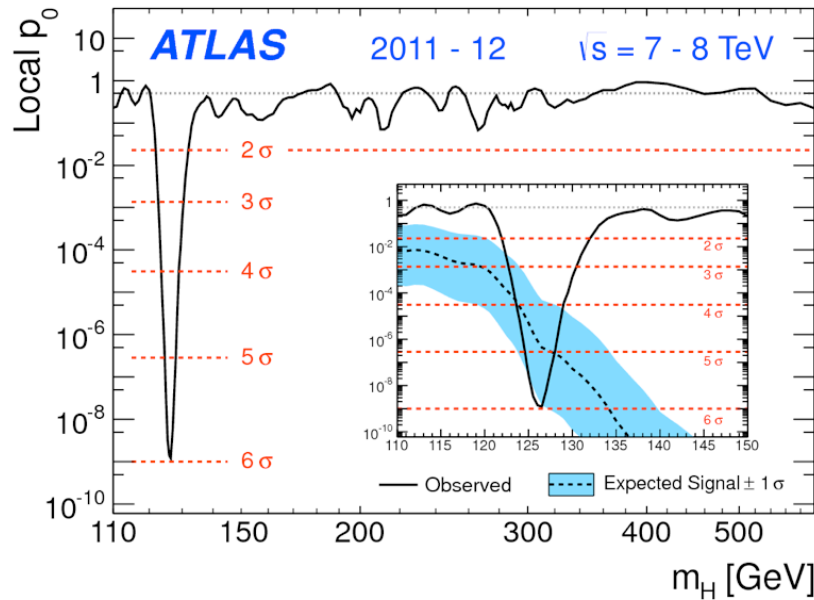
[James Barnard, TG, Tirtha Sankar Ray, Andrew Spray: 1409.7391]

[James Barnard, Peter Cox, TG, Andrew Spray: 1510.06405]

# Outline

- Introduction and motivation
- The “unnatural” composite Higgs
- Experimental signals of unnaturalness
- Conclusion

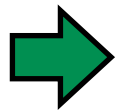
# Higgs discovery - LHC Run I



**Higgs potential:**  $V(h) = -\mu_h^2 |H|^2 + \lambda_h |H|^4$        $\langle H \rangle = \frac{1}{\sqrt{2}}(v + h)$

$$v^2 = \frac{\mu_h^2}{\lambda_h} \simeq (246 \text{ GeV})^2$$

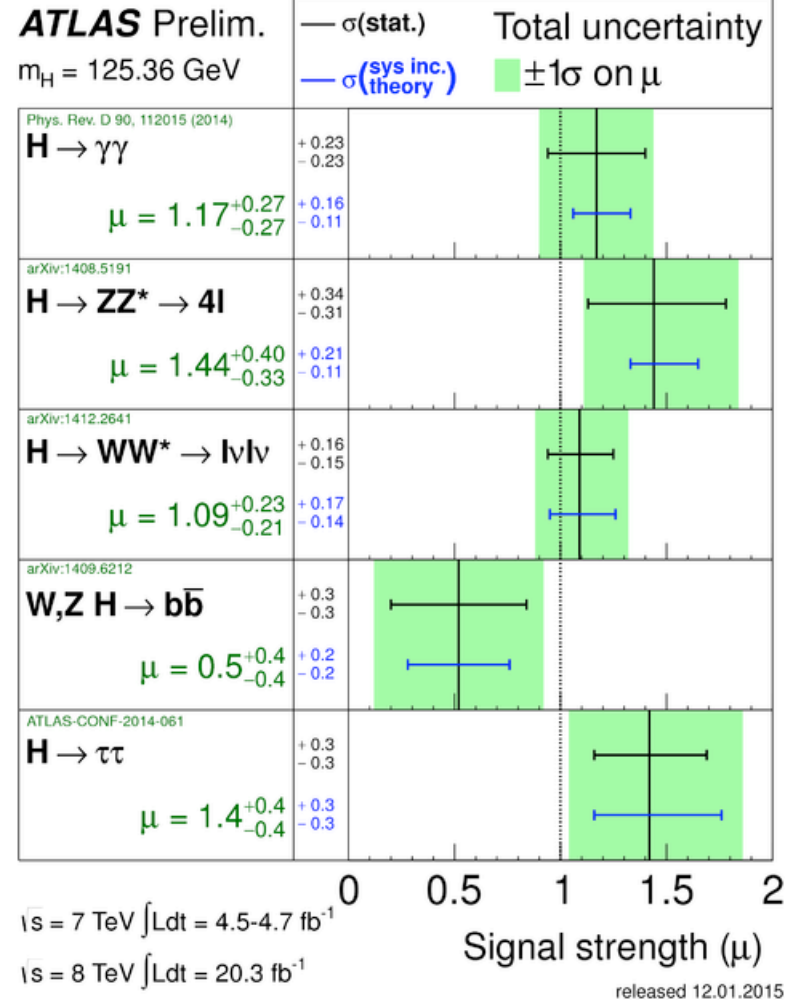
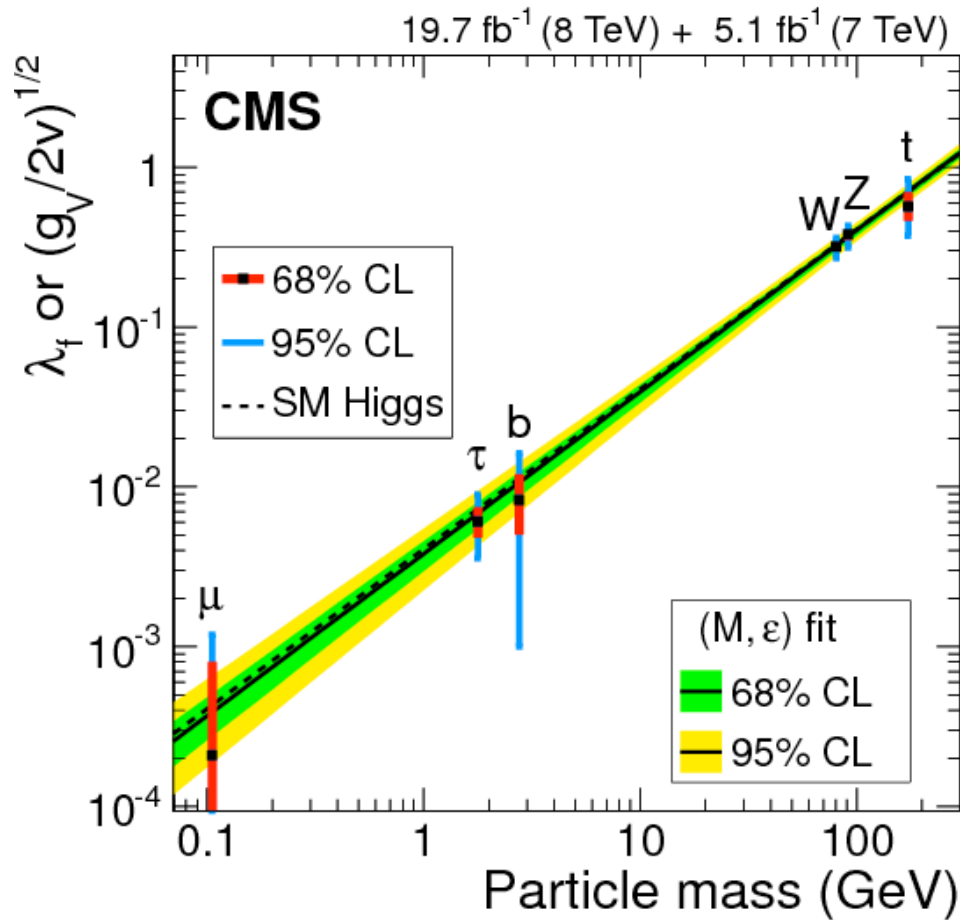
$$m_h^2 = 2\lambda_h v^2 \simeq (126 \text{ GeV})^2$$



$$\mu_h^2 \simeq (89 \text{ GeV})^2$$

$$\lambda_h \simeq 0.13$$

# Higgs couplings



➔ Looks very much like a SM Higgs boson!

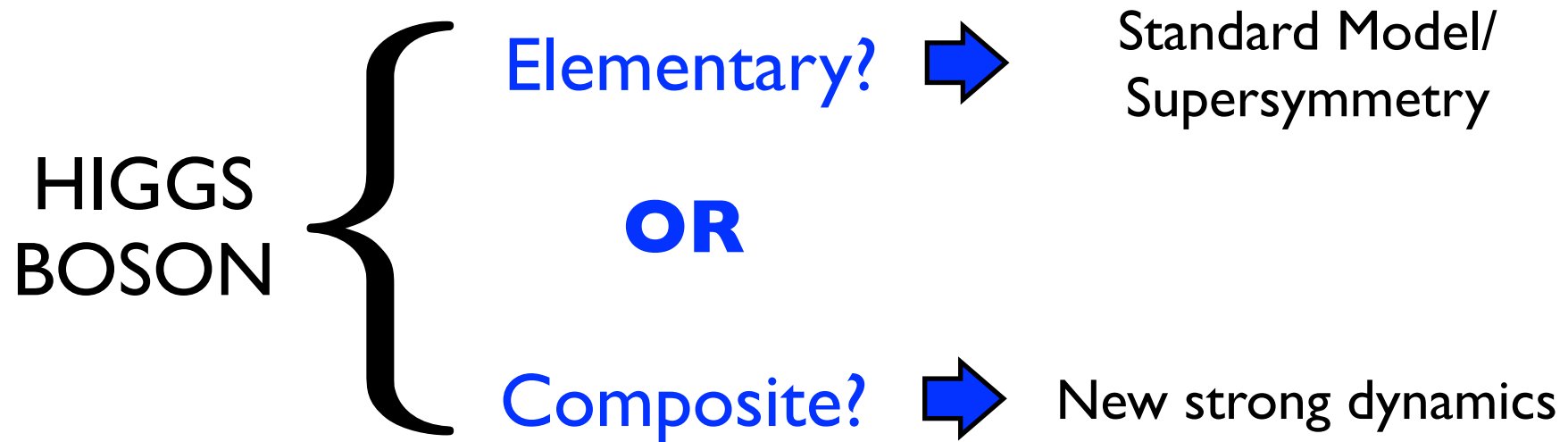
# However, SM is **not** a complete theory of Nature!

Questions:

- Planck/weak scale hierarchy? ( $m_h \ll M_p$ )
- Fermion mass hierarchy? Neutrino masses?
- GUTS? 3 fermion generations?
- Dark matter?
- Baryon asymmetry?
- Strong CP problem?
- Inflaton? Cosmological constant?
- UV completion of gravity?



# What is the nature of the Higgs boson?

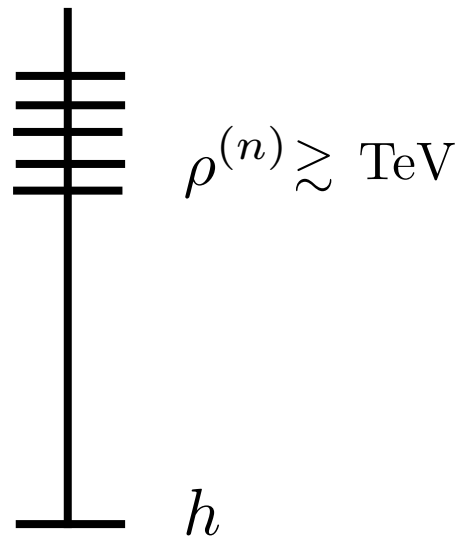


Understanding why  $m_h \ll M_p$  can help  
address shortcomings in the SM

# Composite Higgs

## Higgs as a pseudo Nambu-Goldstone boson [Georgi, Kaplan '84]

Global symmetry  $G$  spontaneously broken to subgroup  $H$  at scale  $f$



Resonance mass:  $m_\rho \sim g_\rho f$   $1 \lesssim g_\rho \lesssim 4\pi$

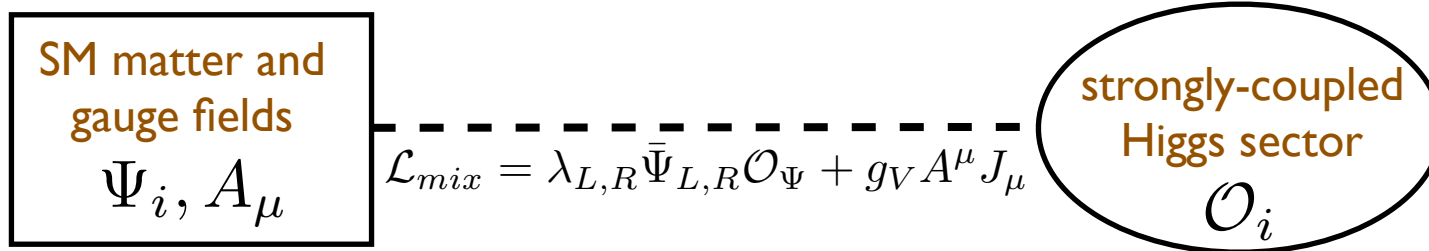
coset  $G/H \supset h$

Higgs mass protected by shift symmetry  
-- like pions in QCD

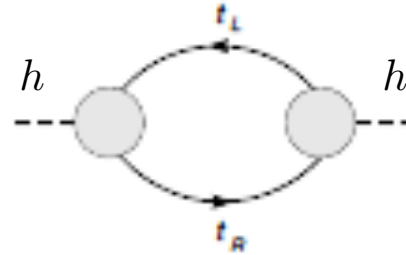
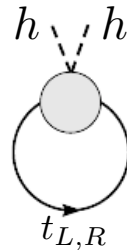
**BUT** global symmetry must be explicitly broken to generate  $V(h) \neq 0$

# Global symmetry broken by mixing with elementary sector

[Contino, Nomura, Pomarol '03; Agashe, Contino, Pomarol '04]



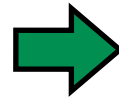
Higgs potential:



$$V(h) = -\mu_h^2 |H|^2 + \lambda_h |H|^4$$

where  $\mu_h^2 \sim \frac{g_{SM}^2}{16\pi^2} g_\rho^2 f^2$        $\lambda_h \sim \frac{g_{SM}^2}{16\pi^2} g_\rho^2$

EWSB ( $\langle H \rangle = \frac{v}{\sqrt{2}}$ )       $v^2 = \frac{\mu_h^2}{\lambda_h}$

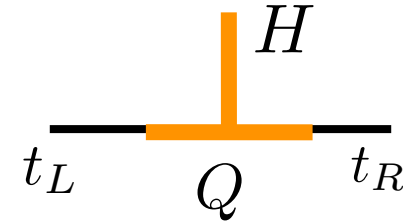


Prefers:

$$f \sim v$$



**Higgs mass:**  $m_h^2 \simeq \frac{N_c}{\pi^2} m_t^2 \frac{m_Q^2}{f^2} = g_Q^2$



$m_Q =$  fermion resonance mass

$m_Q \sim m_\rho \gtrsim 2.5 \text{ TeV} \quad (g_Q \sim g_\rho \gtrsim 3) \quad \rightarrow \quad m_h \gtrsim m_t$

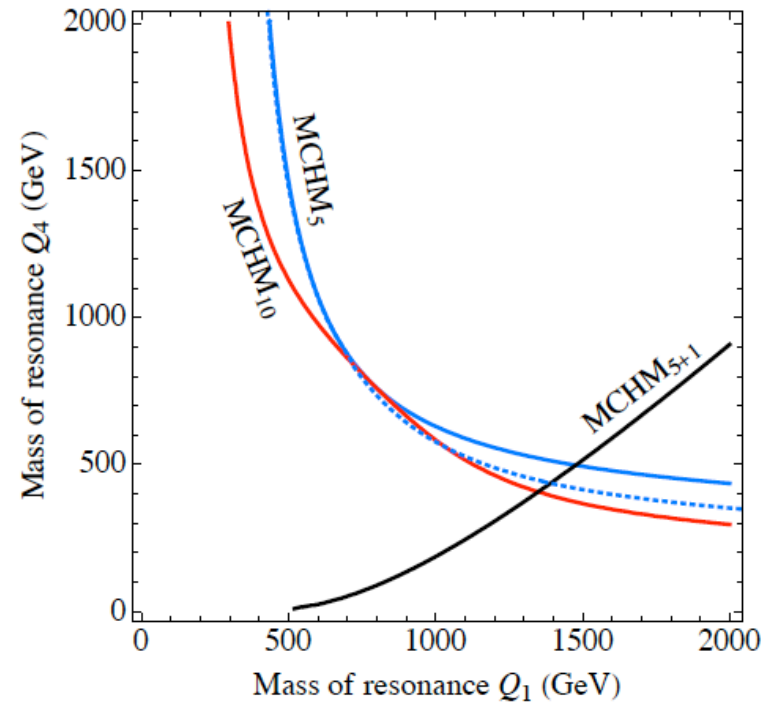
**But, no need for  $m_Q \sim m_\rho$**

$m_h \sim 125 \text{ GeV}$

$\rightarrow m_Q < m_\rho$

*light fermion resonances*

[Marzocca, Serone, Shu 2012; Pomarol, Riva 2012]



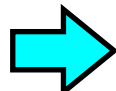
# HOWEVER, precision electroweak, flavor constraints

**EWPT:**  $\frac{s}{16\pi^2 v^2} H^\dagger \tau^a H B^{\mu\nu} W_{a\mu\nu}$   $S = \frac{s}{2\pi} \sim \frac{m_W^2}{m_\rho^2} \rightarrow f \gtrsim \frac{2.5 \text{ TeV}}{g_\rho}$

$\frac{-t}{16\pi^2 v^2} ((D^\mu H)^\dagger H)(H^\dagger D_\mu H)$   $T = \frac{t}{8\pi e^2} \sim \frac{v^2}{f^2} \rightarrow f \gtrsim 5.5 \text{ TeV}$

**e.g. FCNC**  $\epsilon_q^i \epsilon_q^j \epsilon_q^k \epsilon_q^l \frac{g_\rho^2}{m_\rho^2} \bar{q}^i q^j \bar{q}^k q^l$   $\epsilon_q^i \sim \frac{g_i}{g_\rho} \rightarrow f \gtrsim 10 \text{ TeV}$

[Bellazzini, Csaki, Serra 1401.2457]  
[Panico, Wulzer 1506.01961]

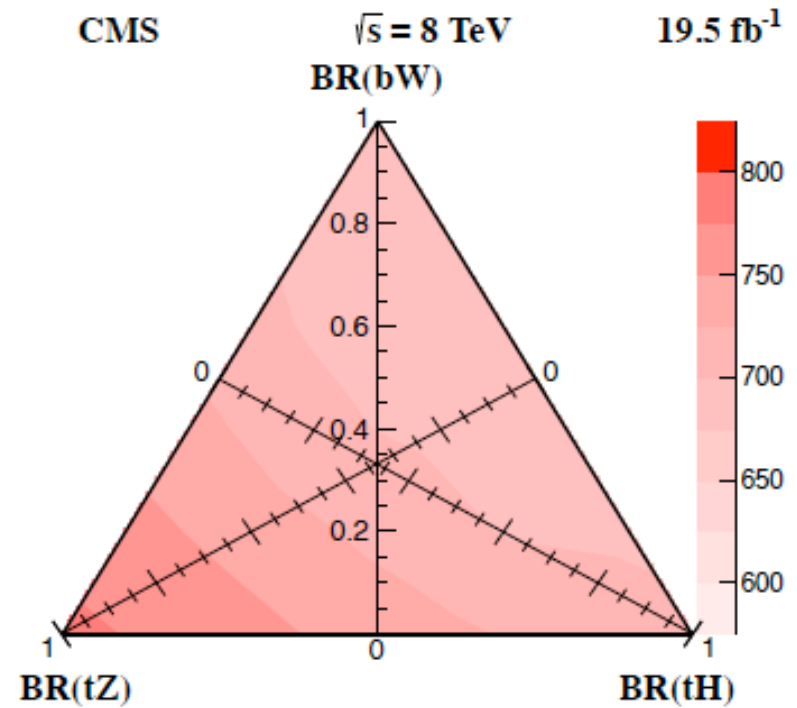
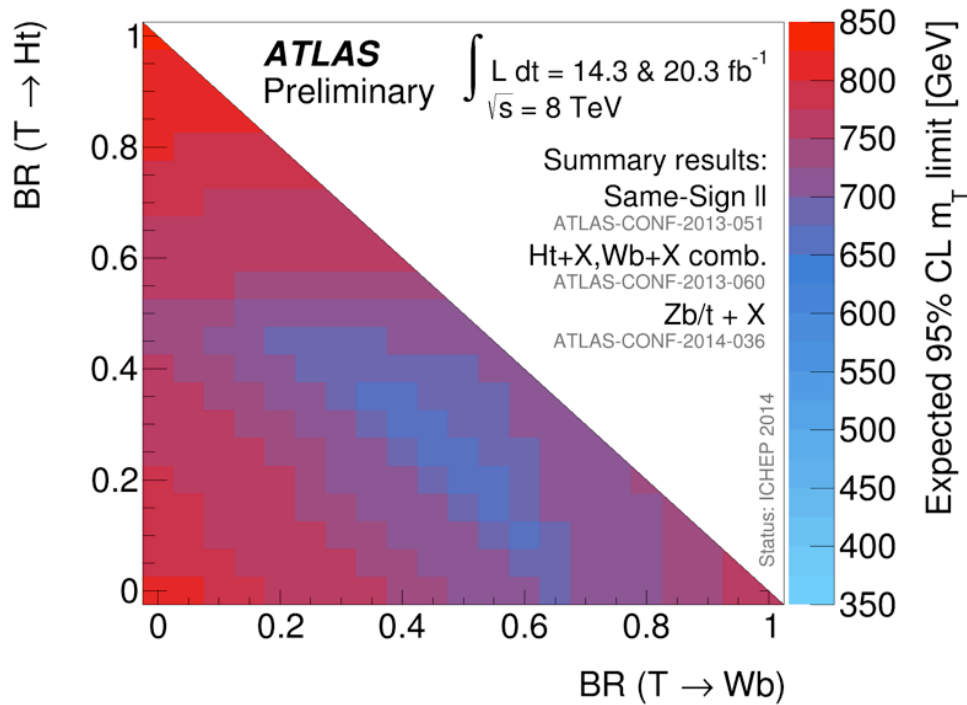
  $f \gg v$

“Little” hierarchy

*Tension partly alleviated by complicating minimal models*

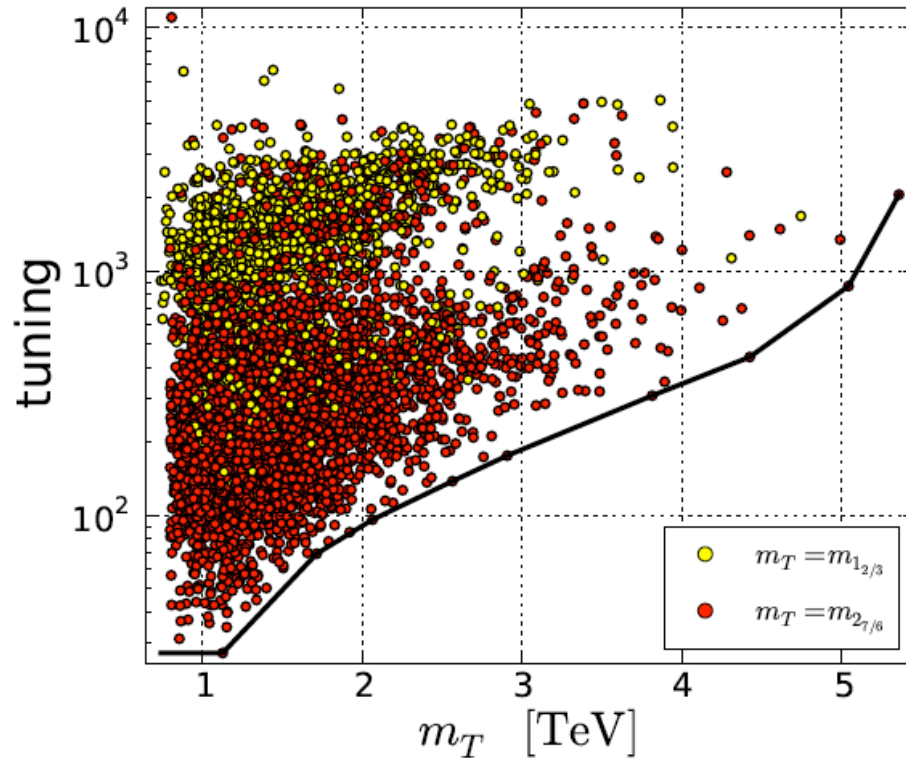
*e.g. custodial symmetry, flavor symmetry....*

# LHC Limits: *The Missing Resonances Problem*

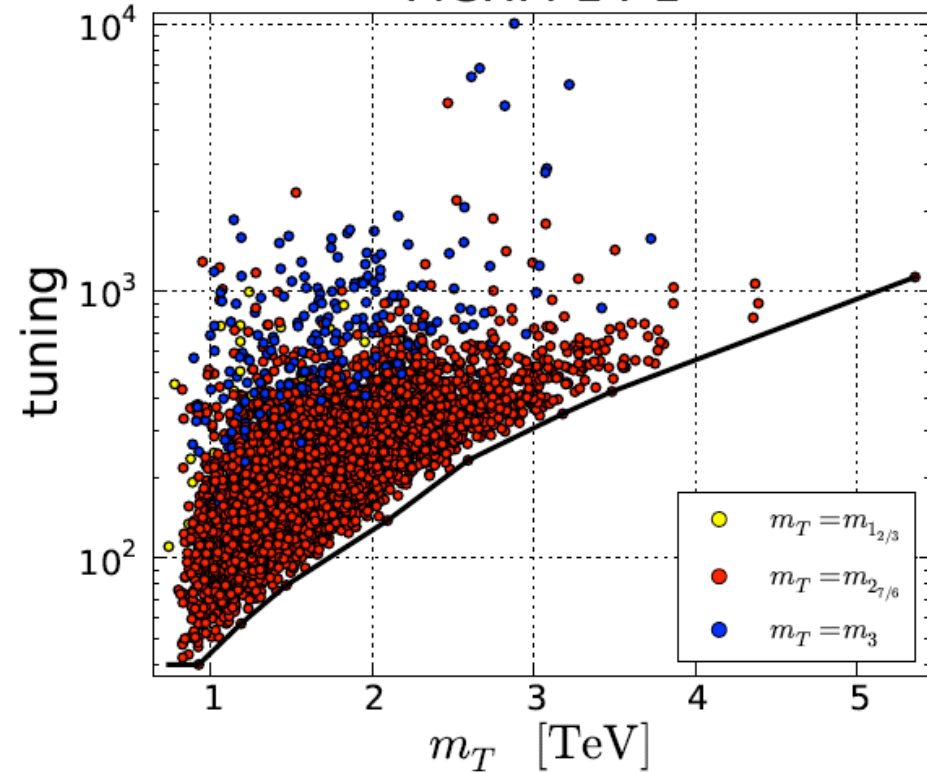


➔  $m_T \gtrsim 600 - 800 \text{ GeV}$

MCHM 5-5



MCHM 14-1



“Natural” models increasingly elaborate

and tuned:  $\Delta^{-1} \sim \frac{v^2}{f^2} \lesssim 5\%$

# Simple solution:

Assume

$$f \gtrsim 10 \text{ TeV}$$

– no need for custodial or flavor symmetries!

## Tuned Higgs potential

$$V \sim c_2 f^2 |H|^2 + c_4 |H|^4$$

tuning  $\frac{v^2}{f^2} \lesssim 10^{-4}$

This compares to  $\sim 10^{-28}$  in SM!

e.g. QCD - sensitivity in neutron, proton mass  $\frac{m_{u,d}}{m_{nucleon}} \sim 10^{-3}$

Is there a motivated upper bound for  $f$  ?

Yes!



Partial compositeness:

$$\mathcal{L} = \lambda_L \psi_L \mathcal{O}_R + \lambda_R \psi_R \mathcal{O}_L$$

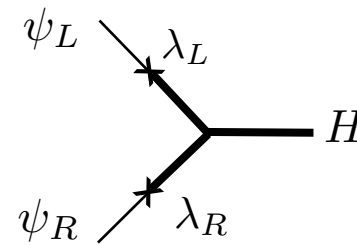
*Explains the fermion mass hierarchy*

[Kaplan 91; TG, Pomarol 00]

$$m_f \sim \lambda_L \lambda_R v$$

where

$$\lambda_{L,R} \sim \left( \frac{\Lambda}{\Lambda_{UV}} \right)^{\dim \mathcal{O}_{L,R} - \frac{5}{2}}$$



- Light fermions are mostly elementary  $\Rightarrow \dim \mathcal{O}_{L,R} > \frac{5}{2}$
- Top quark is mostly composite!  $\Rightarrow \dim \mathcal{O}_{L,R} \sim \frac{5}{2}$

# Gauge coupling unification

[Agashe, Contino, Sundrum '05]

Assume composite  $t_R$  and coset  $\mathcal{G}/\mathcal{H}$

$(t_R, \chi^c) =$  complete  $\mathcal{H}$  multiplet

Decoupled with top “companions”  $\chi$  Dirac mass:  $m_\chi \sim \lambda_\chi f$

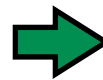
New contribution to the running of SM gauge couplings

$$\alpha_i(\mu) - \alpha_j(\mu) = \text{SM} - \underbrace{\{H, t^c\}}_{\text{composite Higgs, top}} \overset{\text{top “companions” contribution}}{\{\bar{t}^c\}}$$

One-loop beta function coefficients:

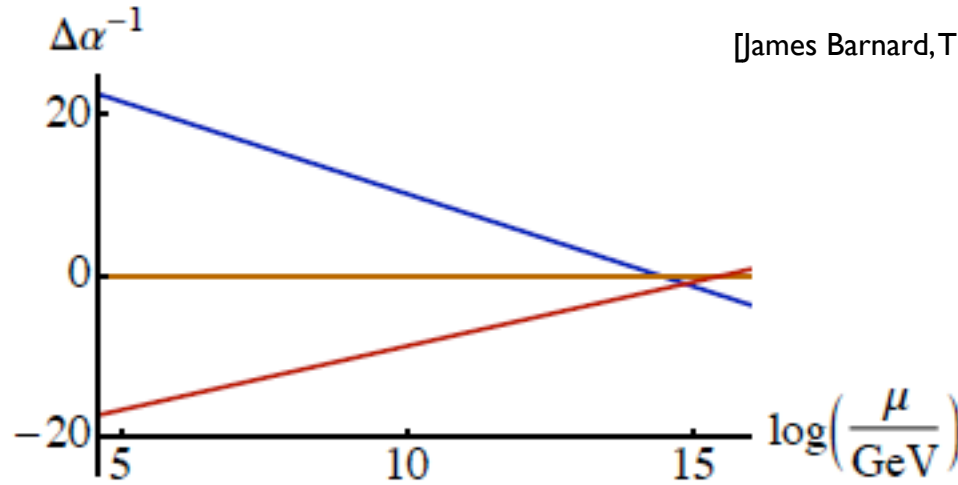
$$b_1 - b_2 = \frac{94}{15}$$

$$b_2 - b_3 = \frac{13}{3}$$

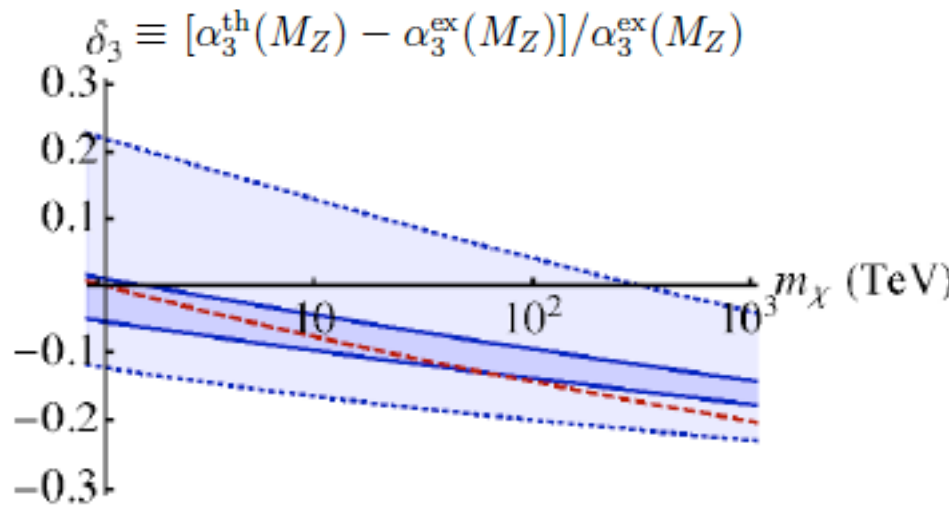


$$\frac{b_2 - b_3}{b_1 - b_2} \simeq 0.69$$

c.f. MSSM value = 0.71



$$\frac{d}{d \ln \mu} \left( \frac{1}{\alpha_i} \right) = \frac{b_i}{2\pi} + \frac{B_{ij} \alpha_j}{2\pi 4\pi} + \frac{C_{i\alpha} \lambda_\alpha^2}{2\pi 16\pi^2}$$



$$B_{strong} \sim 9b_{strong}$$

$$C \sim 3\lambda_\chi b_{strong}$$

$$b_{strong} = 1, 5$$

Requiring  $\delta_3 = 0$   
 ( $b_{strong} = 5$ )



$f \lesssim 500 \text{ TeV}$



# Minimal Coset: $SU(7)/SU(6) \times U(1)$

[James Barnard, TG, Tirtha Sankar Ray, Andrew Spray: 1409.7391]

- contains  $SU(5)$  --universal corrections to running
- scalar singlet dark matter [Frigerio, Pomarol, Riva, Urbano 1204.2808]

$$w = e^{i\Pi} \begin{pmatrix} 0_{(6)} \\ 1 \end{pmatrix} = \frac{1}{f} \begin{pmatrix} H \\ S \\ \sqrt{f^2 - |H|^2 - |S|^2} \end{pmatrix}$$

12 Nambu-Goldstone bosons

$$= \underbrace{\mathbf{5}}_{\text{of } SU(5)} + \underbrace{\mathbf{1}}_{=S} \text{ singlet}$$

H = Higgs doublet, D +  $SU(3)$  triplet, T

# Matter embeddings

SM matter embedding under  $SU(5) \times U(1)_L \times U(1)_B$

$$q \in \mathbf{10}_{0, \frac{1}{3}} \quad u^c \in \mathbf{10}_{0, -\frac{1}{3}} \quad d^c \in \bar{\mathbf{5}}_{0, -\frac{1}{3}} \quad e^c \in \mathbf{10}_{-1, 0} \quad l \in \bar{\mathbf{5}}_{1, 0}$$

Composite top  $t_R \subset \mathbf{15}$  of  $SU(6)$

 Top companions  $\chi \subset \bar{\mathbf{15}}$

$$\chi \equiv \tilde{q}^c \oplus \tilde{e} \oplus \tilde{d}^c \oplus \tilde{l} = (\bar{\mathbf{3}}, \mathbf{2})_{-\frac{1}{6}} \oplus (\mathbf{1}, \mathbf{1})_{-1} \oplus (\bar{\mathbf{3}}, \mathbf{1})_{\frac{1}{3}} \oplus (\mathbf{1}, \mathbf{2})_{-\frac{1}{2}}$$

## Mixing Lagrangian

$$\begin{aligned} \mathcal{L} \supset & (\tilde{q}^c, \tilde{e}) \lambda_\chi^{\mathbf{10}} \mathcal{O}_t^{\mathbf{35}} + (\tilde{d}^c, \tilde{l}) \lambda_\chi^{\mathbf{5}} \mathcal{O}_t^{\mathbf{35}} + q \lambda_t \mathcal{O}_t^{\mathbf{35}} + q \lambda_b \mathcal{O}_b^{\bar{\mathbf{35}}} + b^c \lambda_{bc} \mathcal{O}_{bc}^{\mathbf{35}} \\ & + l \lambda_\nu \mathcal{O}_\nu^{\mathbf{21}} + l \lambda_\tau \mathcal{O}_\tau^{\mathbf{21}} + N^c \lambda_{N^c} \mathcal{O}_{N^c}^{\bar{\mathbf{21}}} + \tau^c \lambda_{\tau^c} \mathcal{O}_{\tau^c}^{\bar{\mathbf{21}}} + m_N N^c N^c \end{aligned}$$

# Effective Lagrangian

Integrate out strong sector

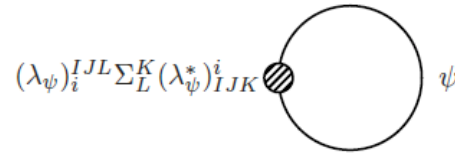
$$\begin{aligned}
 \mathcal{L}_{\text{eff}} \supset & (\bar{q}^c, \bar{e})_{i_4 i_2} \not{p}(\tilde{q}^c, \tilde{e})^{j_4 j_2} \left[ \Pi^{\chi\chi}(\lambda_\chi^{\mathbf{10}^*})_{IJK}^{i_4 i_2} (\lambda_\chi^{\mathbf{10}})_{j_4 j_2}^{IJJ} \right] \Sigma_L^K \\
 & + (\bar{q}^c, \bar{e})_{i_4 i_2} \not{p}(\tilde{d}^c, \tilde{l})^{j_5} \left[ \Pi^{\chi\chi}(\lambda_\chi^{\mathbf{10}^*})_{IJK}^{i_4 i_2} (\lambda_\chi^{\mathbf{5}})_{j_5}^{IJJ} \right] \Sigma_L^K + \text{h.c.} \\
 & + (\tilde{d}^c, \tilde{l})_{i_5} \not{p}(\tilde{d}^c, \tilde{l})^{j_5} \left[ \Pi^{\chi\chi}(\lambda_\chi^{\mathbf{5}^*})_{IJK}^{i_5} (\lambda_\chi^{\mathbf{5}})_{j_5}^{IJJ} \right] \Sigma_L^K \\
 & + \bar{q}^{i_3 i_2} \not{p} q_{j_3 j_2} \left[ \Pi^{tt}(\lambda_t^*)_{i_3 i_2, IJK} (\lambda_t)^{j_3 j_2, IJJ} + \Pi^{bb}(\lambda_b^*)_{i_3 i_2}^{IJJ} (\lambda_b)_{j_3 j_2}^{IJK} \right] \Sigma_L^K \\
 & + \bar{b}_{i_3}^c \not{p} b^{c j_3} \left[ \Pi^{b^c b^c}(\lambda_{b^c}^*)_{IJK}^{i_3} (\lambda_{b^c})_{j_3}^{IJJ} \right] \Sigma_L^K \\
 & + (\bar{q}^c, \bar{e})_{i_4 i_2} \not{p} q_{j_3 j_2} \left[ \Pi^{\chi t}(\lambda_\chi^{\mathbf{10}^*})_{IJK}^{i_4 i_2} (\lambda_t)^{j_3 j_2, IJJ} \right] \Sigma_L^K + \text{h.c.} \\
 & + (\tilde{d}^c, \tilde{l})_{i_5} \not{p} q_{j_3 j_2} \left[ \Pi^{\chi t}(\lambda_\chi^{\mathbf{5}^*})_{IJK}^{i_5} (\lambda_t)^{j_3 j_2, IJJ} \right] \Sigma_L^K + \text{h.c.} \\
 & + q_{i_3 i_2} b^{c j_3} \left[ M^{b b^c}(\lambda_b)_{IJK}^{i_3 i_2} (\lambda_{b^c})_{j_3}^{IJJ} \right] \Sigma_L^K + \text{h.c.}
 \end{aligned}$$

where  $\Sigma = w^\dagger w$  = adjoint spurion (contains D, T and S)

$\Pi, M^{b b^c}$  = momentum dependent form factors

# pNGB potential

Elementary fermion contribution:

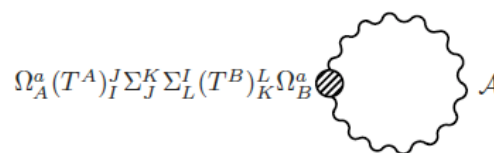
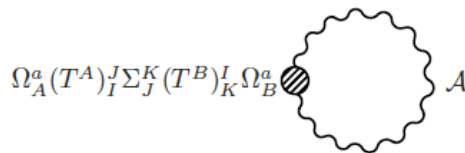


$$\int \frac{d^4 p}{(2\pi)^4} \Pi^\psi(p) = c_1^\psi \frac{g_\rho^2}{16\pi^2} f^4$$



$$V_{\text{matter}} = \frac{g_\rho^2 f^2}{24\pi^2} c_1^\chi |\lambda_\chi|^2 (12 - 9|T|^2 - 7|D|^2 - 7|S|^2) + \frac{g_\rho^2 f^2}{24\pi^2} c_1^t |\lambda_t|^2 (4|T|^2 + 3|D|^2) \\ + \frac{g_\rho^2 f^2}{24\pi^2} c_1^b |\lambda_b|^2 (2|T|^2 + 3|D|^2 + 6|S|^2) + \frac{g_\rho^2 f^2}{24\pi^2} c_1^{bc} |\lambda_{bc}|^2 (3 - 2|T|^2 - 3|D|^2).$$

Elementary gauge boson contribution:



$$\int \frac{d^4 p}{(2\pi)^4} \frac{\Pi_{1,2}^A(p)}{p^2} = c_{1,2}^A \frac{g_\rho^2}{16\pi^2} f^4$$



$$V_{\text{gauge}} = \frac{3g_\rho^2 f^2}{16\pi^2} c_1^A \left( \frac{4}{3} g_3^2 |T|^2 + \frac{3}{4} g_2^2 |D|^2 \right) + \frac{3g_\rho^2 f^2}{16\pi^2} c_2^A \left( \frac{1}{3} g_3^2 |T|^4 + \frac{1}{4} g_2^2 |D|^4 \right)$$

Obtain:

$$V(|D|) = -\frac{\alpha}{f^2}|D|^2 + \frac{\beta}{f^4}|D|^4$$

HIGGS POTENTIAL

Electroweak VEV:

$$v = f \sqrt{\frac{\alpha}{\beta}}$$

*must be tuned*

Higgs mass:

$$m_h^2 = \frac{2\beta v^2}{f^4} = \frac{3c_2^A g_\rho^2}{8\pi^2} M_W^2$$

*W-boson mass*

Requires:  $c_2^A \sim \frac{64}{g_\rho^2} \sim 0.5 - 4$

where

$$\alpha = \frac{g_\rho^2}{16\pi^2} f^4 \left( \frac{14}{3} c_1^X |\lambda_X|^2 - 2c_1^t |\lambda_t|^2 - 2c_1^b |\lambda_b|^2 + 2c_1^{bc} |\lambda_{bc}|^2 - \frac{9}{4} c_1^A g_2^2 \right)$$
$$\beta = \frac{g_\rho^2}{16\pi^2} f^4 \left( \frac{3}{4} c_2^A g_2^2 \right).$$

Also have  $\langle |S| \rangle = \langle |T| \rangle = 0$  with

$$m_T^2 \approx \frac{g_\rho^2}{16\pi^2} f^2 \left( -6c_1^x |\lambda_\chi|^2 + \frac{8}{3} c_1^t |\lambda_t|^2 + \frac{4}{3} c_1^b |\lambda_b|^2 - \frac{4}{3} c_1^{bc} |\lambda_{bc}|^2 + 4c_1^A g_3^2 \right)$$

$$m_S^2 \approx \frac{g_\rho^2}{16\pi^2} f^2 \left( -\frac{14}{3} c_1^x |\lambda_\chi|^2 + 4c_1^b |\lambda_b|^2 \right)$$

→ triplet mass  $m_T \sim \frac{g_\rho}{4\pi} \max [|\lambda_\psi|, g_3] f$

singlet mass  $m_S \sim \left\{ \begin{array}{ll} \frac{g_\rho}{4\pi} |\lambda_b| f \sim \frac{g_\rho}{4\pi} \frac{|\lambda_b|}{|\lambda_\chi|} m_\chi & |\lambda_\chi| \lesssim |\lambda_b| \\ \frac{g_\rho}{4\pi} |\lambda_\chi| f \sim \frac{g_\rho}{4\pi} m_\chi & |\lambda_\chi| \gtrsim |\lambda_b| \\ \ll \frac{g_\rho}{4\pi} |\lambda_\chi| f \lesssim m_\chi & |\lambda_\chi| \sim |\lambda_b| \end{array} \right.$

Possible light singlet

# Dark matter stability

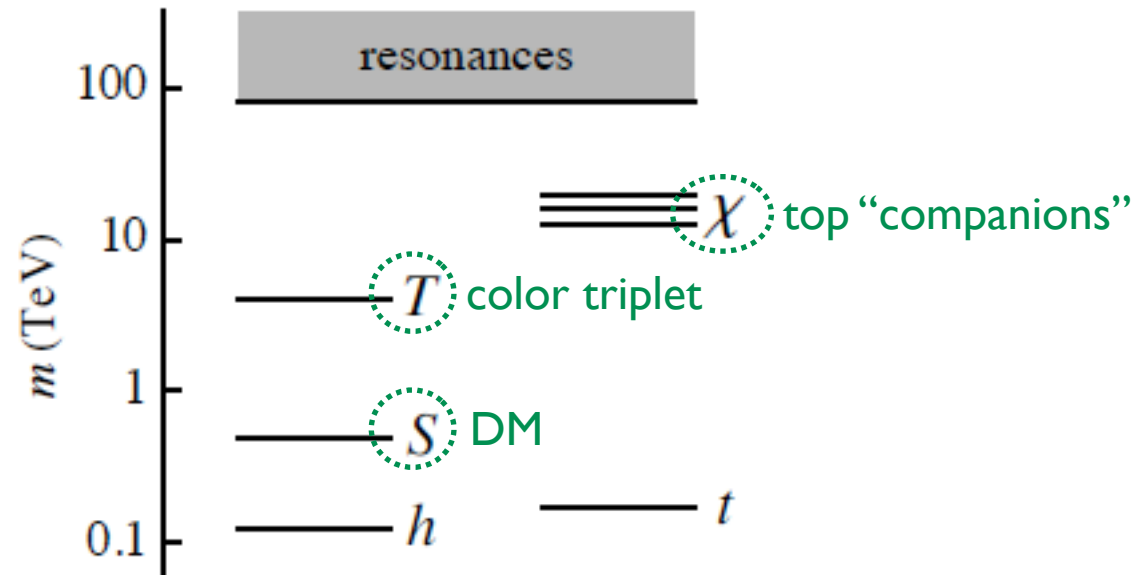
Enlarge global group:  $U(7) \equiv SU(7) \times U(1)_E$

|                | $U(1)_q$      | $U(1)_l$ | $U(1)_{\#}$ | $U(1)_L$ | $U(1)_B$ | $Z_3$          |
|----------------|---------------|----------|-------------|----------|----------|----------------|
| NG bosons      | $T$           | 0        | 0           | -2       | 0        | -1             |
|                | $D$           | 0        | 0           | -2       | 0        | 0              |
|                | $S$           | 0        | 7           | 10       | 0        | $\frac{1}{3}$  |
| SM fermions    | $q_{(u)}$     | -1       | 6           | 11       | 0        | $\frac{1}{3}$  |
|                | $q_{(d)}$     | 1        | 6           | 11       | 0        | $\frac{1}{3}$  |
|                | $u^c$         | 1        | -6          | -9       | 0        | $-\frac{1}{3}$ |
|                | $d^c$         | 1        | -6          | -13      | 0        | $-\frac{1}{3}$ |
|                | $l_{(\nu)}$   | 0        | 0           | 2        | 1        | 0              |
|                | $l_{(e)}$     | 0        | 2           | 2        | 1        | 0              |
|                | $N^c$         | 0        | 0           | 0        | -1       | 0              |
|                | $e^c$         | 0        | -2          | -4       | -1       | 0              |
| top companions | $\tilde{q}^c$ | -1       | 6           | 9        | 0        | $\frac{1}{3}$  |
|                | $\tilde{e}$   | -1       | 6           | 9        | 0        | $\frac{1}{3}$  |
|                | $\tilde{d}^c$ | -1       | -1          | -3       | 0        | 0              |
|                | $\tilde{l}$   | -1       | -1          | -3       | 0        | 0              |

← Nonzero baryon triality leads to stability!

# The “Unnatural” Composite Higgs model

[James Barnard, TG, Tirtha Sankar Ray, Andrew Spray: 1409.7391]



Low-energy spectrum: Standard Model +  $S + T + \chi$

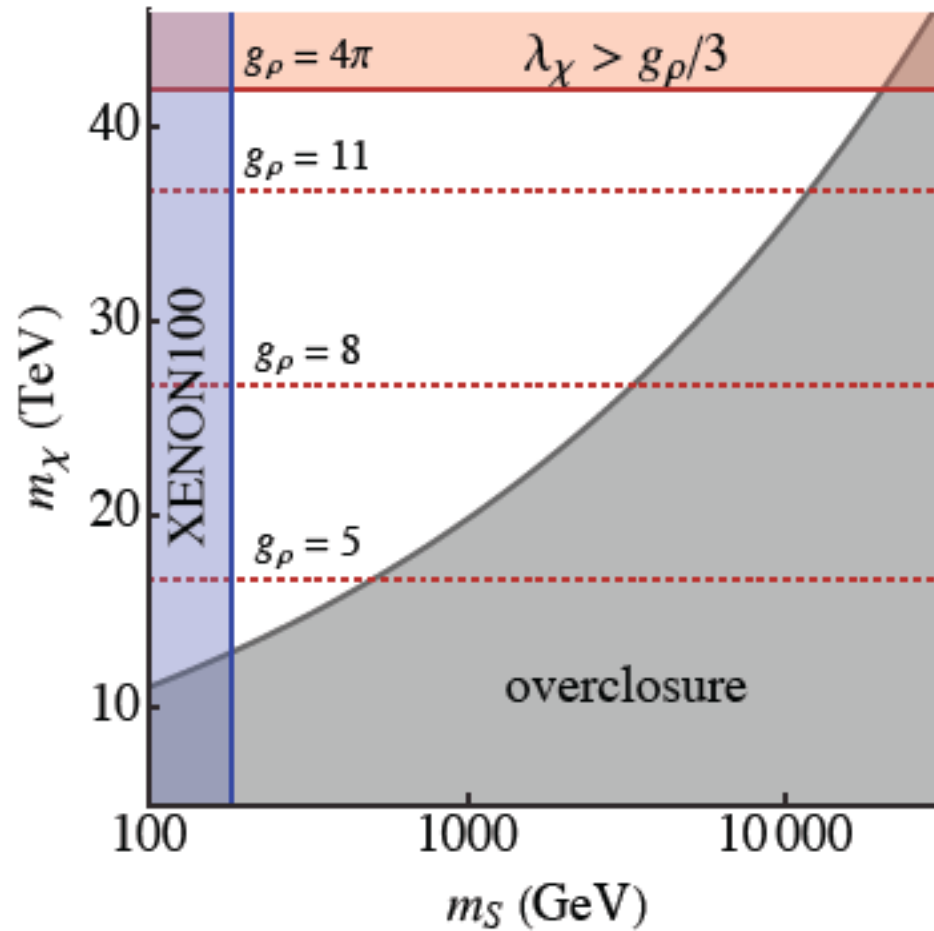
What are experimental signals?



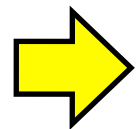
# Dark matter constraints

singlet Higgs partner  $S$  -- Higgs portal coupling  $V \supset \kappa |D|^2 |S|^2$

where  $\kappa \sim 0.02 \left(\frac{m_\chi}{f}\right)^4$



$f = 10 \text{ TeV}$



$$180 \text{ GeV} \lesssim m_S \lesssim 10 \text{ TeV}$$

$$10 \text{ TeV} \lesssim m_\chi \lesssim 40 \text{ TeV}$$

# Higgs couplings

LHC: 1-5 % precision

ILC: 0.5 - 1% precision

$$f \gtrsim 10 \text{ TeV} \quad \rightarrow \quad \frac{v^2}{f^2} \lesssim 10^{-4}$$

$$\frac{g_{hWW}}{g_{hWW}^{SM}} \sim \frac{g_{hff}}{g_{hff}^{SM}} \sim \sqrt{1 - \frac{v^2}{f^2}}$$

*Tiny deviations –too small  
to be seen at LHC/ILC*

**Higgs boson is very SM-like!**

# Exotic state phenomenology

- *top companions*  $\chi$

$$\tilde{q}^c \in (\bar{\mathbf{3}}, \mathbf{2})_{-\frac{1}{6}} \quad \tilde{e} \in (\mathbf{1}, \mathbf{1})_{-1} \quad \tilde{d}^c \in (\bar{\mathbf{3}}, \mathbf{1})_{\frac{1}{3}} \quad \tilde{l} \in (\mathbf{1}, \mathbf{2})_{-\frac{1}{2}}$$

$$f = 10 \text{ TeV} \quad \rightarrow \quad m_\chi \sim (1-2)f \sim 10-20 \text{ TeV}$$

Decays are collider-prompt

$$e.g. \quad \tilde{q}^c \rightarrow Tq, \quad \tilde{d}^c \rightarrow t^c T S$$

$$e.g. \quad \tilde{e} \rightarrow b T T, \quad \tilde{l} \rightarrow q T S$$

Can be searched for at a future 100 TeV collider!

- *triplet Higgs partner*  $T \in (3, 1)_{-\frac{1}{3}}$  (like RH sbottom in SUSY)

$$f = 10 \text{ TeV} \quad \Rightarrow \quad m_T \sim (1-2) \frac{f}{\pi} \sim 3-5 \text{ TeV}$$

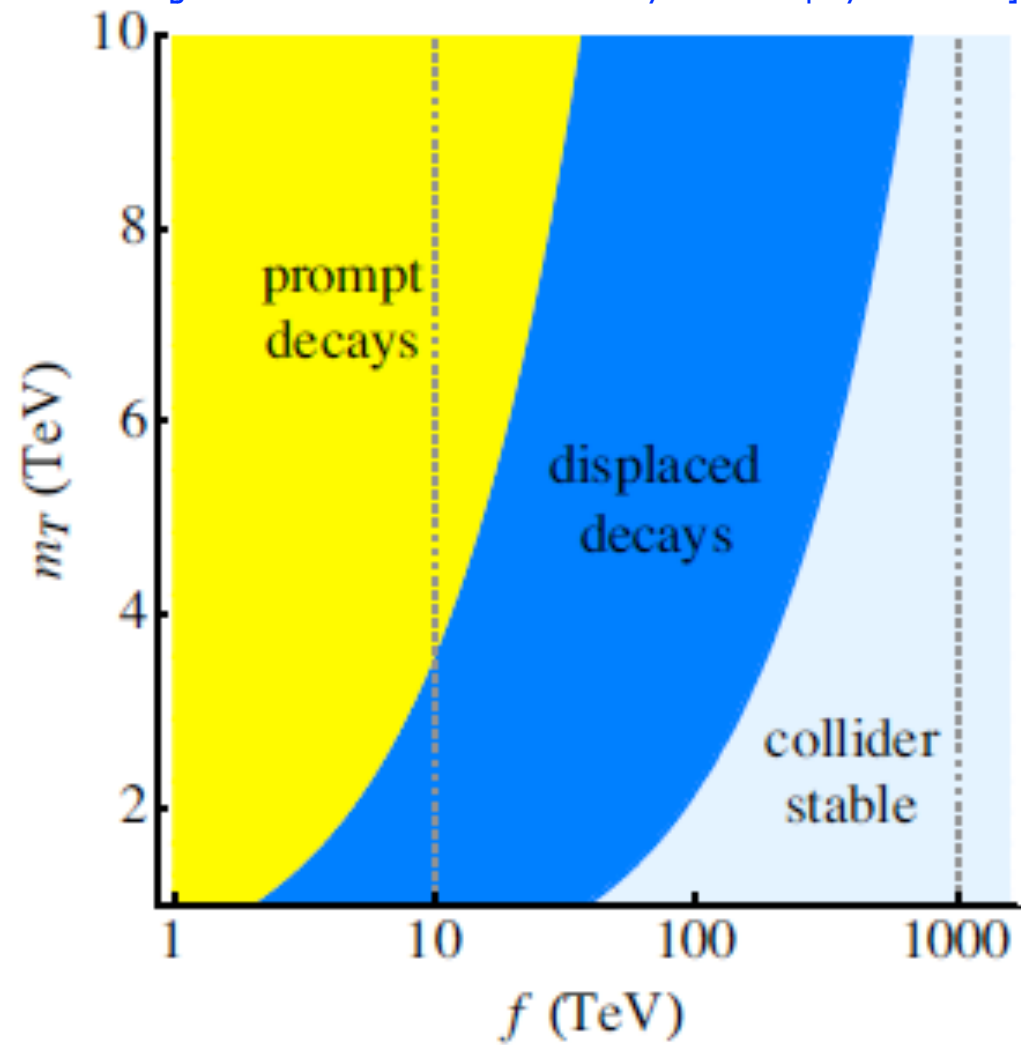
$$\mathcal{L} \supset \frac{c_3^T}{24\pi^2 f^2} |\lambda_{bc}| |\lambda_\nu| |\lambda_\tau| S^2 (T^\dagger t^c b^c) \quad \text{dimension-6 term}$$

$$T \rightarrow tbSS \quad \Rightarrow \quad c\tau \approx \underbrace{0.2 \text{ mm}}_{\text{can produce a displaced vertex!}} \left( \frac{1}{c_3^T} \right)^2 \left( \frac{8}{g_\rho} \right)^3 \left( \frac{3 \text{ TeV}}{m_T} \right)^5 \left( \frac{f}{10 \text{ TeV}} \right)^4$$

f > 10 TeV = long-lived decay

# Color triplet decay

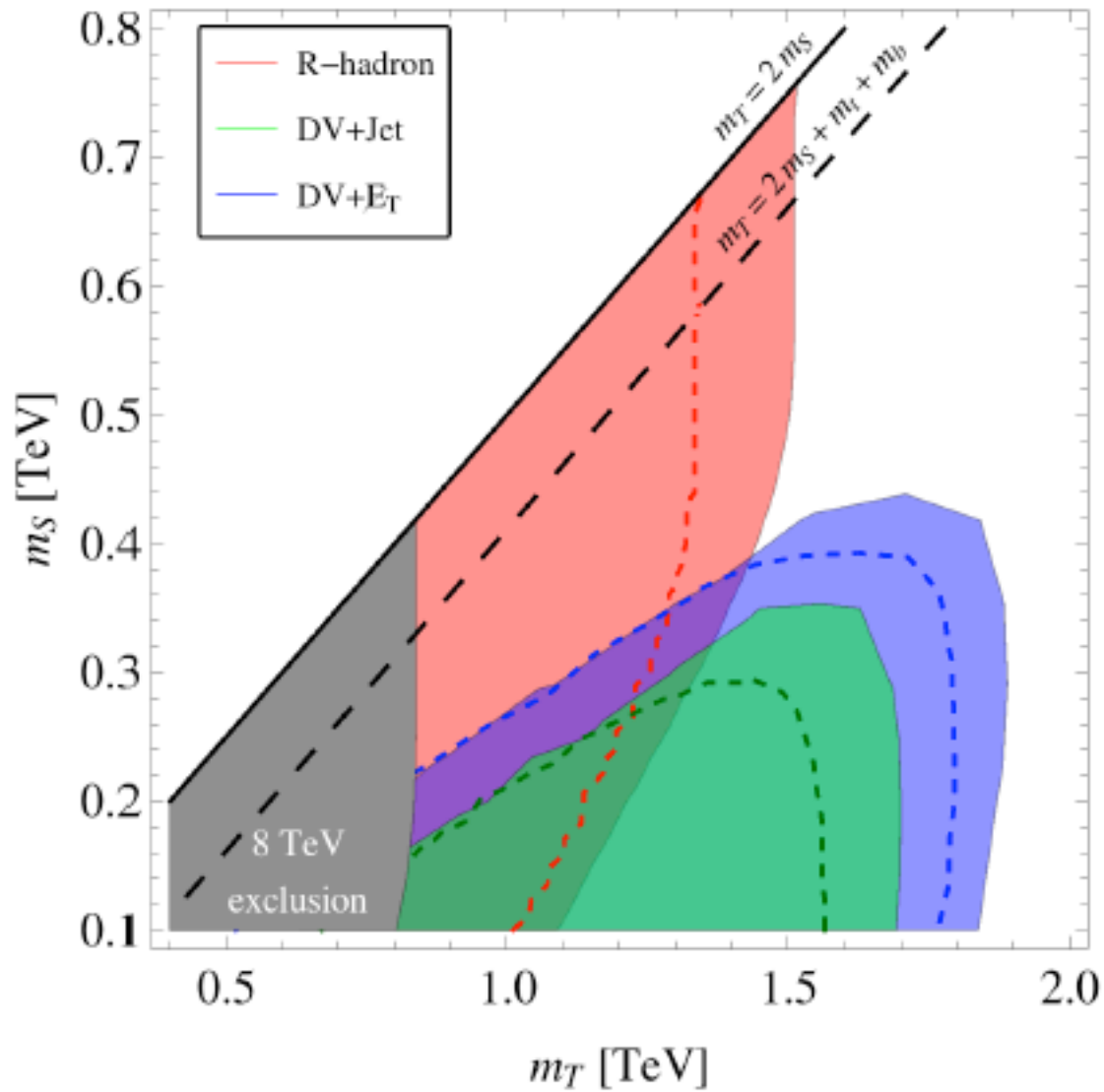
[James Barnard, TG, Tirtha Sankar Ray, Andrew Spray: 1409.7391]



# LHC:

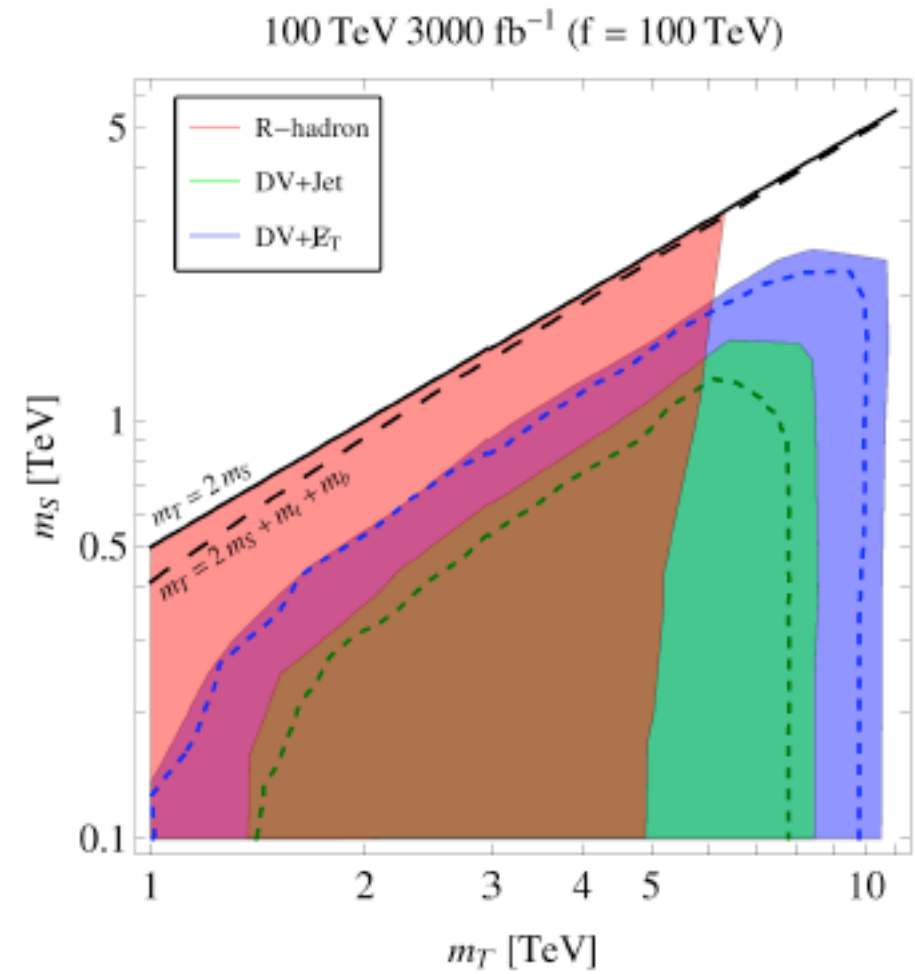
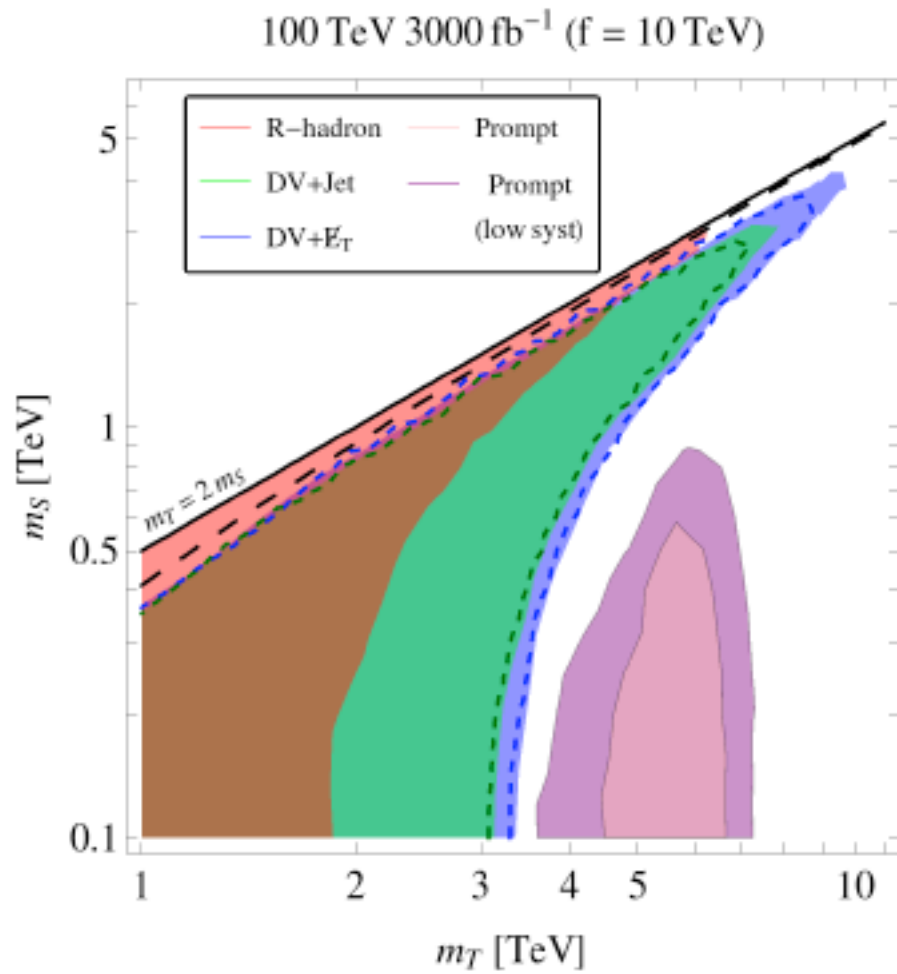
[Barnard, Cox, TG, Spray: 1510.06405]

LHC  $300 \text{ fb}^{-1}$  ( $\sqrt{s} = 10 \text{ TeV}$ )



# Future 100 TeV collider:

[Barnard, Cox, TG, Spray: 1510.06405]



# Summary

- $f \gtrsim 10$  TeV simply eliminates all precision electroweak and flavor constraints
  - *Higgs potential is tuned at  $10^{-4}$  level*
  - *“Unnatural” or “split” composite Higgs*
- SU(7)/SU(6)xU(1) minimal model
  - *Improves gauge coupling unification*
  - *Explains fermion mass hierarchy*
- Higgs partners: S = dark matter, T = color triplet
- Long-lived T decays = sign of unnaturalness!