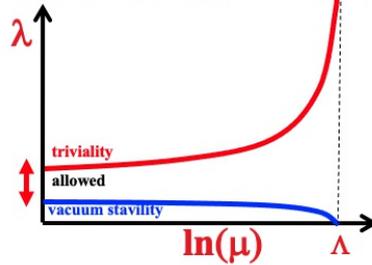


**126 GeV** <  $m_H$  < **174 GeV**

**SM does not exist w/o embedding**  
**- U(1) coupling, Higgs self-coupling**



→ RGE arguments seem to work  
 → we need some embedding

~~A~~  
~~SM~~  
~~SM~~

