

Artwork by Iain Stewart

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# Effective Field Theory after a New Physics Discovery

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(based on 1806.01278 with Stefan Alte and Matthias König)

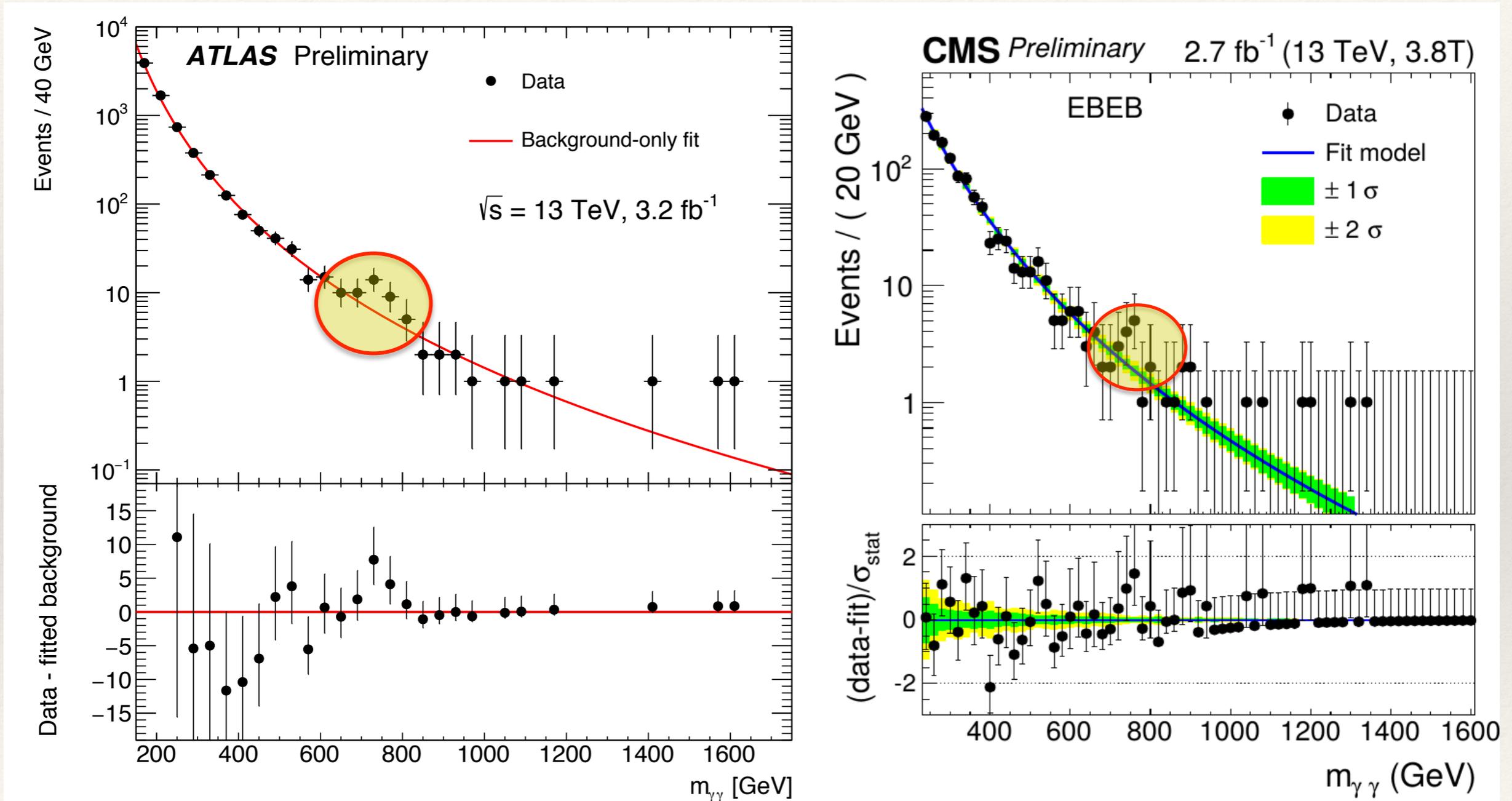
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Imagine we feel like in paradise ...

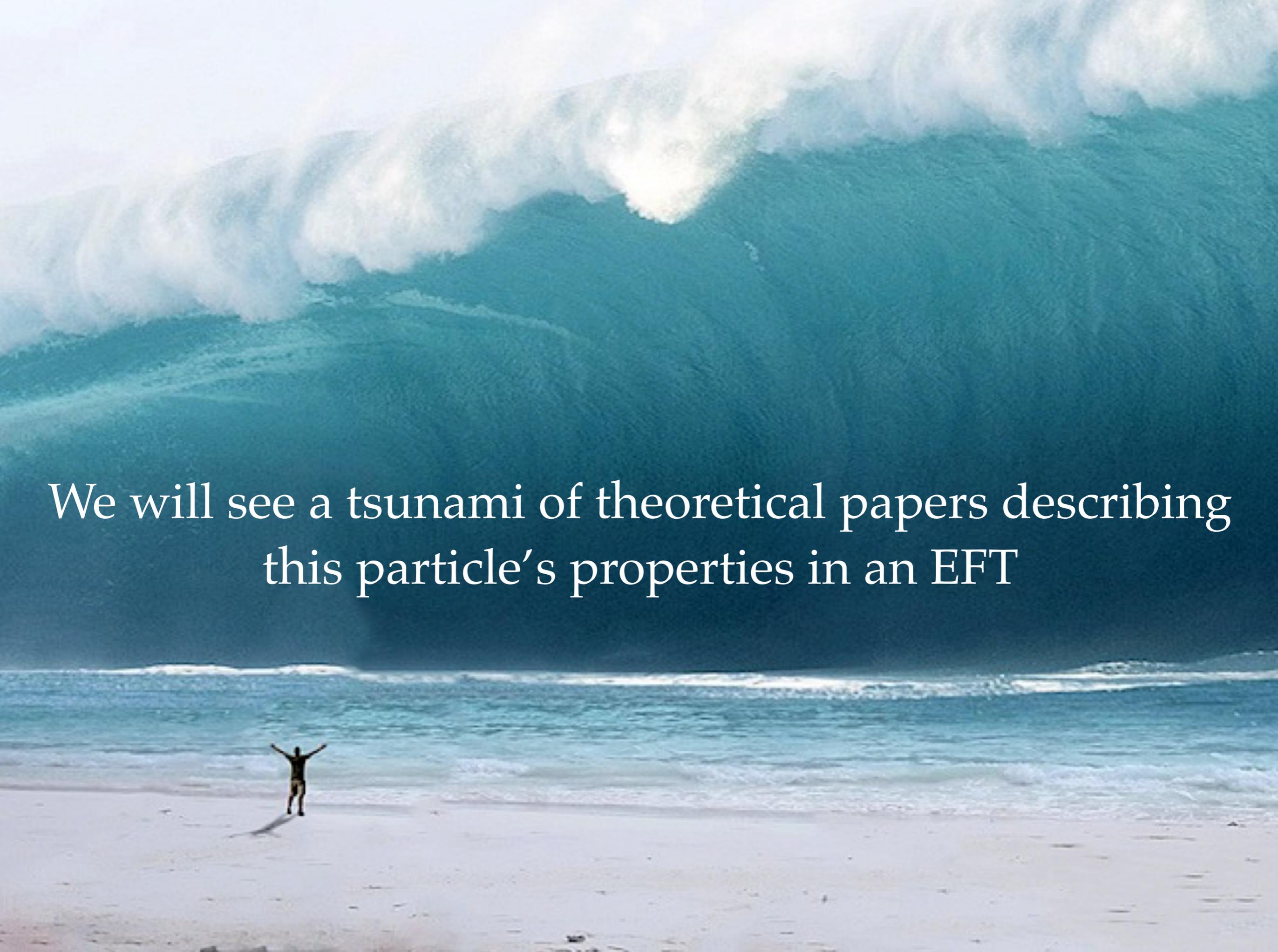
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# ... after the discovery of a new particle



What will happen?

A photograph of a beach scene. In the foreground, a person stands on the sand with their arms raised. The ocean is turbulent, with a massive, dark blue wave cresting with white foam, towering over the horizon. The sky is filled with large, white, billowing clouds. The overall mood is one of awe and scale.

We will see a tsunami of theoretical papers describing  
this particle's properties in an EFT

# For the example of a spin-0 singlet $S$

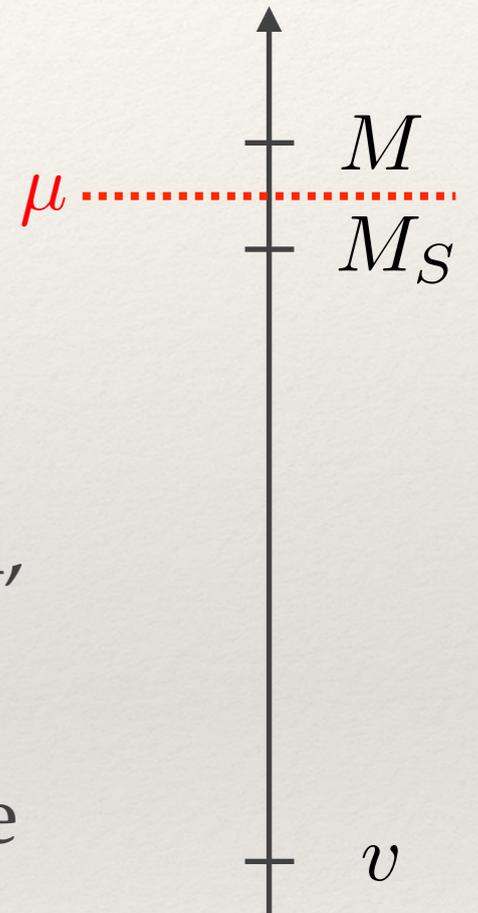
- ❖ Most general effective Lagrangian at  $D=5$ :

$$\begin{aligned}\mathcal{L}_{\text{eff}} = & -M\lambda_1 S \phi^\dagger \phi - \frac{\lambda_2}{2} S^2 \phi^\dagger \phi - \frac{\lambda_3}{6M} S^3 \phi^\dagger \phi - \frac{\lambda_4}{M} S (\phi^\dagger \phi)^2 \\ & + \frac{c_{GG}}{M} \frac{\alpha_s}{4\pi} S G_{\mu\nu}^a G^{\mu\nu,a} + \frac{c_{WW}}{M} \frac{\alpha}{4\pi s_w^2} S W_{\mu\nu}^a W^{\mu\nu,a} + \frac{c_{BB}}{M} \frac{\alpha}{4\pi c_w^2} S B_{\mu\nu} B^{\mu\nu} \\ & + \frac{\tilde{c}_{GG}}{M} \frac{\alpha_s}{4\pi} S G_{\mu\nu}^a \tilde{G}^{\mu\nu,a} + \frac{\tilde{c}_{WW}}{M} \frac{\alpha}{4\pi s_w^2} S W_{\mu\nu}^a \tilde{W}^{\mu\nu,a} + \frac{\tilde{c}_{BB}}{M} \frac{\alpha}{4\pi c_w^2} S B_{\mu\nu} \tilde{B}^{\mu\nu} \\ & - \frac{1}{M} \left( S \bar{Q}_L \hat{Y}_u \tilde{\phi} u_R + S \bar{Q}_L \hat{Y}_d \phi d_R + S \bar{L}_L \hat{Y}_e \phi e_R + \text{h.c.} \right) + \mathcal{O}\left(\frac{1}{M^2}\right)\end{aligned}$$

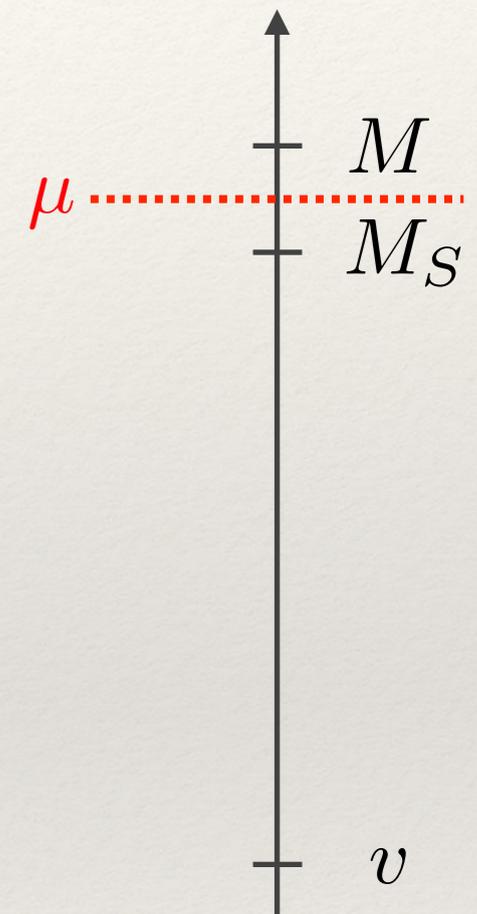
- ❖ Can describe the production and decay rates of  $S$  in terms of a hand full of parameters

# What's wrong about it?

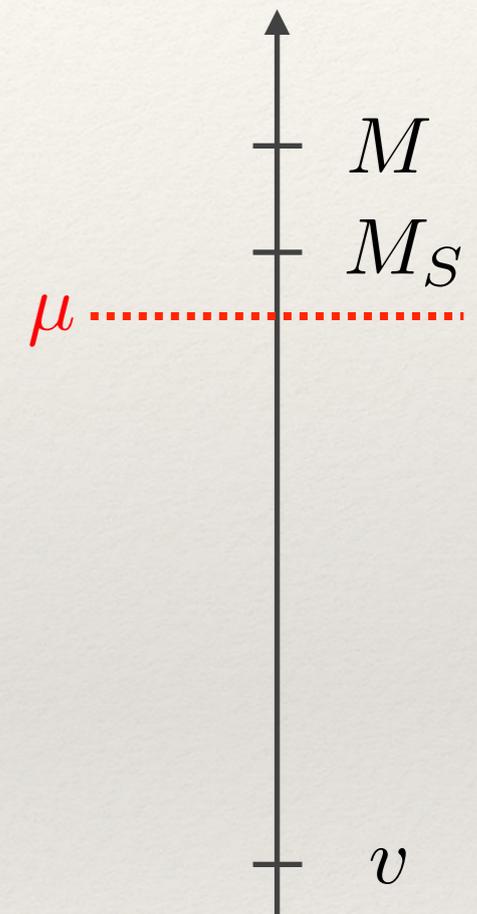
- ❖ An EFT is used to separate the physics on different (length or mass / energy) scales
- ❖ Goal: separate new-physics scale  $M$  from the electroweak scale  $v$
- ❖ But the EFT **contains the heavy resonance  $S$  as a field**, so its scales are  $v$  (masses of SM particles) and  $M_S$
- ❖ Widely different scales  $M_S \gg v$  are not separated by the EFT (no control over large logs)
- ❖ For  $M \sim M_S$ , an **infinite tower** of higher-dimensional operators gives rise to unsuppressed contributions



# Is there a way out?



# Is there a way out?



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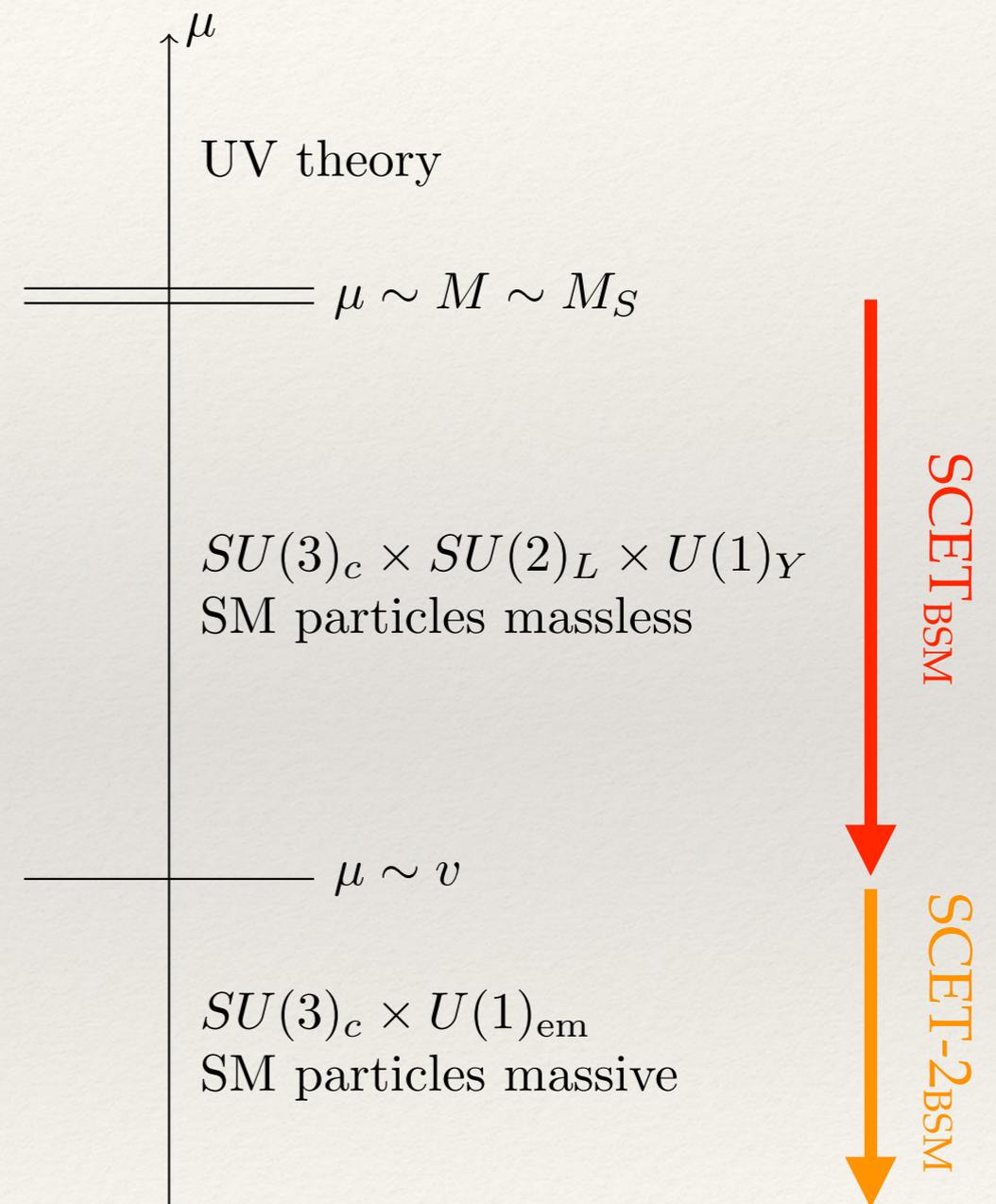
# Soft-collinear effective theory (SCET)

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- ❖ SCET is the proper effective field theory to describe the properties of highly energetic light particles produced in the decay of a heavy particle:
  - Bauer, Fleming, Pirjol, Stewart 2001;
  - Bauer, Pirjol, Stewart 2002
  - Beneke, Chapovsky, Diehl, Feldmann 2002
- ❖ systematic scale separation between  $M_S$  and  $v$ , including resummation of large logarithms
- ❖ case where  $M \sim M_S$  can be dealt with naturally
- ❖ Effective Lagrangian is process dependent: will consider 2-body decays of a heavy, spin-0 resonance  $S$  which is a singlet under the SM

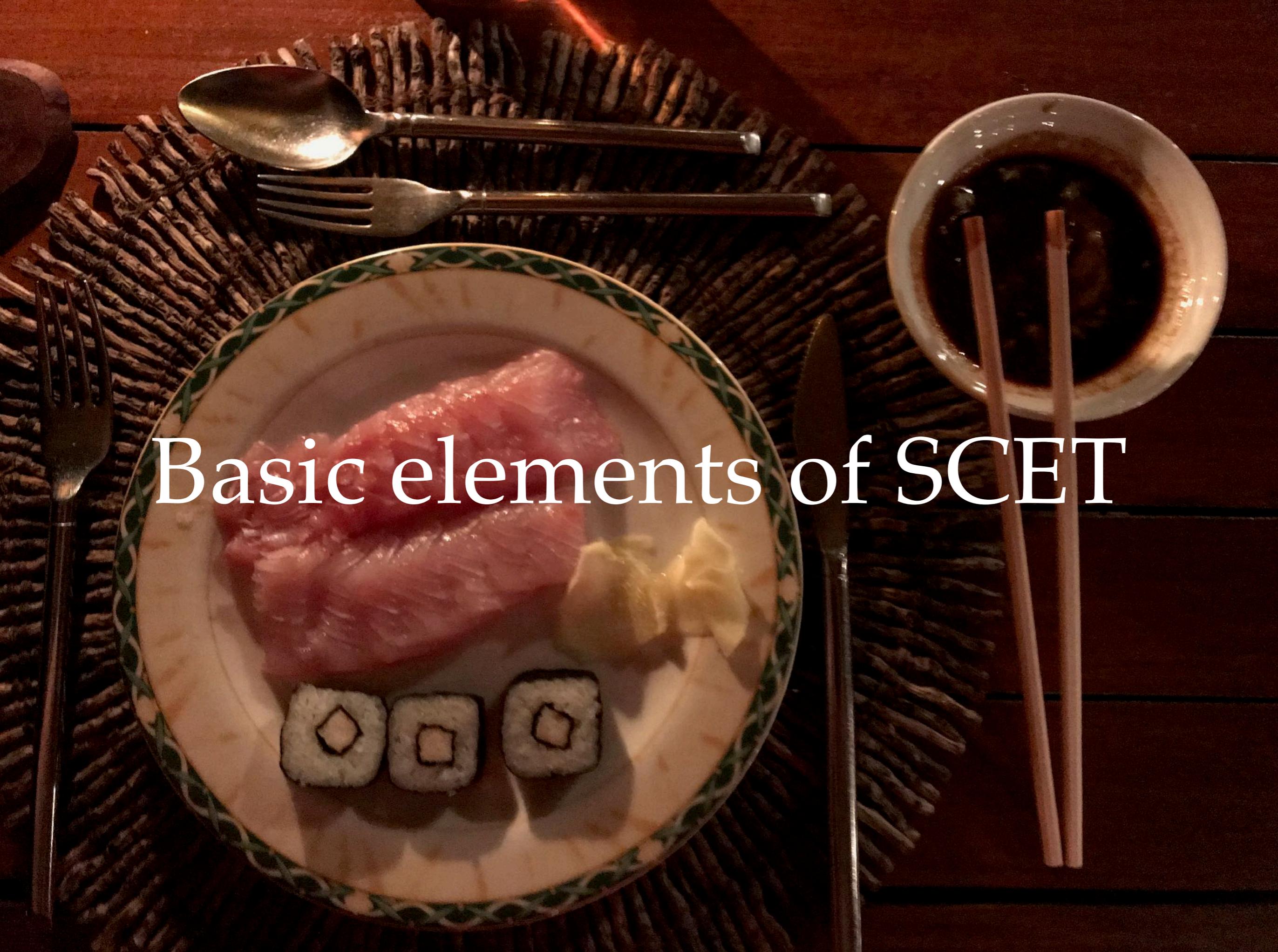
# Outline of the construction

- ❖ At the new-physics scale  $M \sim M_S$  the full theory is matched onto  $\text{SCET}_{\text{BSM}}$ , giving rise to Wilson coefficient functions
- ❖ The SCET operators are evolved from  $M_S$  down to the scale  $v$  using RGEs and anomalous dimensions derived in the effective theory
- ❖ At the scale  $v$  a matching onto a theory with massive SM fields is performed
- ❖ If desired, the operators can be evolved down further when very light SM particles are involved



see also: [Chiu, Golf, Kelley, Manohar 2007](#)

# Basic elements of SCET



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# Basic elements of SCET

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- ❖ Intrinsic complication consists of fact that large mass  $M_S$  enters low-energy theory as a parameter characterizing the large energies  $E_i \sim M_S$  of the light final-state particles
- ❖ Gives rise to **non-local operators** in the effective Lagrangian, with fields separated along the light-like directions in which these particles travel
  - Bauer, Fleming, Pirjol, Stewart 2001; Bauer, Pirjol, Stewart 2002  
Beneke, Chapovsky, Diehl, Feldmann 2002
- ❖ After Fourier transformation, this introduces a dependence of the Wilson coefficients on  $M_S$

# Basic elements of SCET

- ❖ In a given decay process of  $S$ , final state contains jets defining directions  $\{\mathbf{n}_1, \dots, \mathbf{n}_k\}$  of large energy flow
- ❖ Each jet consists of one or more  $\mathbf{n}_i$ -collinear particles, which carry energies much larger than their rest mass
- ❖ Define light-like reference vectors  $n_i^\mu = (1, \mathbf{n}_i)$  and  $\bar{n}_i^\mu = (1, -\mathbf{n}_i)$  with  $n_i \cdot \bar{n}_i = 2$ ; then:

$$p^\mu = \bar{n}_i \cdot p \frac{n_i^\mu}{2} + n_i \cdot p \frac{\bar{n}_i^\mu}{2} + p_\perp^\mu$$

$$(n_i \cdot p, \bar{n}_i \cdot p, p_\perp) \sim M_S (\lambda^2, 1, \lambda)$$

$$\lambda = \frac{v}{M_S}$$

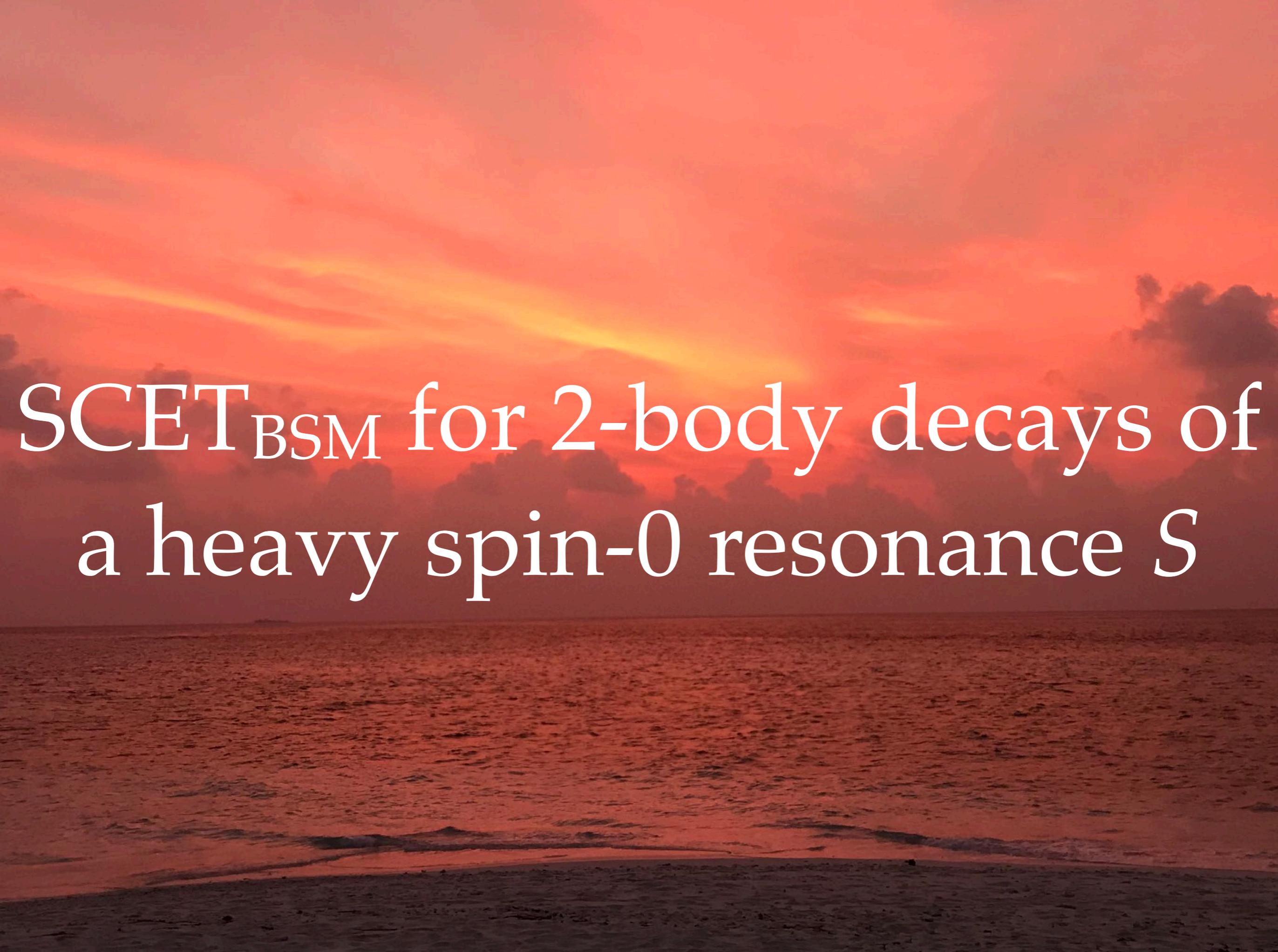
expansion parameter

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# Basic elements of SCET

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- ❖ Particles inside a jet can interact with each other, but only soft particles can mediate between different jets
- ❖ In SCET, particles are described by gauge-invariant collinear building blocks defined using Wilson lines:
  - ❖ scalar doublet:  $\Phi_{n_i}(x) = W_{n_i}^\dagger(x) \phi(x)$
  - ❖ fermions:  $\chi_{n_i}(x) = \frac{\not{n}_i \not{\bar{n}}_i}{4} W_{n_i}^\dagger(x) \psi(x)$
  - ❖ gauge bosons: 
$$\begin{aligned} \mathcal{A}_{n_i}^\mu(x) &= W_{n_i}^{(A)\dagger}(x) [iD_{n_i}^\mu W_{n_i}^{(A)}(x)] \\ &= g_A \int_{-\infty}^0 ds \bar{n}_{i\alpha} [W_{n_i}^{(A)\dagger} A_{n_i}^{\alpha\mu} W_{n_i}^{(A)}] (x + s\bar{n}_i) \end{aligned}$$



SCET<sub>BSM</sub> for 2-body decays of  
a heavy spin-0 resonance  $S$

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# Basic elements of SCET

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- ❖ Power counting rules:

$$\Phi_{n_i} \sim \lambda, \quad \chi_{n_i} \sim \lambda, \quad A_{n_i \perp}^\mu \sim \lambda, \quad n_i \cdot A_{n_i} \sim \lambda^2$$

imply that adding fields gives rise to power suppression

- ❖ Because of EWSB, the effective theory also contains scalar fields carrying no 4-momentum:

$$\Phi_0 \xrightarrow{\text{EWSB}} \frac{1}{\sqrt{2}} \begin{pmatrix} 0 \\ v \end{pmatrix} \sim \lambda$$

- ❖ For 2-body decays, operators need to contain collinear fields in two opposite directions
- ❖ Obtain Lagrangian by constructing gauge-invariant operators built out of these fields, starting at  $O(\lambda^2)$

# Effective Lagrangian at $O(\lambda^2)$

- ❖ Most general expression:

$$\mathcal{L}_{\text{eff}}^{(2)} = M C_{\phi\phi}(M_S, M, \mu) O_{\phi\phi}(\mu) + M \sum_{A=G,W,B} \left[ C_{AA}(M_S, M, \mu) O_{AA}(\mu) + \tilde{C}_{AA}(M_S, M, \mu) \tilde{O}_{AA}(\mu) \right]$$

with:

$$O_{\phi\phi} = S (\Phi_{n_1}^\dagger \Phi_{n_2} + \Phi_{n_2}^\dagger \Phi_{n_1})$$

$$O_{AA} = S g_{\mu\nu}^\perp \mathcal{A}_{n_1}^{\mu,a} \mathcal{A}_{n_2}^{\nu,a}$$

$$\tilde{O}_{AA} = S \epsilon_{\mu\nu}^\perp \mathcal{A}_{n_1}^{\mu,a} \mathcal{A}_{n_2}^{\nu,a}$$

- ❖ Model-independent predictions for all diboson decay rates in terms of 7 Wilson coefficient functions!

# Effective Lagrangian at $O(\lambda^2)$

- ❖ After EWSB,  $\Phi_{n_i}$  contains both the Higgs boson and the longitudinal modes of the electroweak gauge bosons:

$$\Phi_{n_i}(0) = \frac{1}{\sqrt{2}} W_{n_i}^\dagger(0) \begin{pmatrix} 0 \\ v + h_{n_i}(0) \end{pmatrix}$$

with:

$$W_{n_i}(0) = P \exp \left[ \frac{ig}{2} \int_{-\infty}^0 ds \begin{pmatrix} \frac{c_w^2 - s_w^2}{c_w} \bar{n}_i \cdot Z_{n_i} + 2s_w \bar{n}_i \cdot A_{n_i} & \sqrt{2} \bar{n}_i \cdot W_{n_i}^+ \\ \sqrt{2} \bar{n}_i \cdot W_{n_i}^- & -\frac{1}{c_w} \bar{n}_i \cdot Z_{n_i} \end{pmatrix} (s\bar{n}_i) \right]$$

- ❖ Hence:

$$\begin{aligned} O_{\phi\phi} = & S(0) h_{n_1}(0) h_{n_2}(0) + m_Z^2 \int_{-\infty}^0 ds \int_{-\infty}^0 dt S(0) \bar{n}_1 \cdot Z_{n_1}(s\bar{n}_1) \bar{n}_2 \cdot Z_{n_2}(t\bar{n}_2) \\ & + m_W^2 \int_{-\infty}^0 ds \int_{-\infty}^0 dt S(0) [\bar{n}_1 \cdot W_{n_1}^-(s\bar{n}_1) \bar{n}_2 \cdot W_{n_2}^+(t\bar{n}_2) + (+ \leftrightarrow -)] + \dots \end{aligned}$$

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# Diboson decay rates

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- ❖ For the  $S \rightarrow hh$  decay mode we obtain:

$$\mathcal{M}(S \rightarrow hh) = M C_{\phi\phi}$$

- ❖ For the  $S \rightarrow V_1 V_2$  decay modes we define the form factor decomposition:

$$\mathcal{M}(S \rightarrow V_1 V_2) = M \left[ F_{\perp}^{V_1 V_2} \varepsilon_{1\perp}^* \cdot \varepsilon_{2\perp}^* + \tilde{F}_{\perp}^{V_1 V_2} \epsilon_{\mu\nu}^{\perp} \varepsilon_{1\perp}^{*\mu} \varepsilon_{2\perp}^{*\nu} + F_{\parallel}^{V_1 V_2} \frac{m_1 m_2}{k_1 \cdot k_2} \varepsilon_{1\parallel}^* \cdot \varepsilon_{2\parallel}^* \right]$$

- ❖ Both amplitudes scale like  $\lambda^0$  and hence are of leading order in power counting

# Diboson decay rates

❖ For the form factors we obtain:

$$\begin{aligned} F_{\perp}^{gg} &= g_s^2 C_{GG}, & \tilde{F}_{\perp}^{gg} &= g_s^2 \tilde{C}_{GG} \\ F_{\perp}^{\gamma\gamma} &= e^2 (C_{WW} + C_{BB}), & \tilde{F}_{\perp}^{\gamma\gamma} &= e^2 (\tilde{C}_{WW} + \tilde{C}_{BB}) \\ F_{\perp}^{\gamma Z} &= e^2 \left( \frac{c_w}{s_w} C_{WW} - \frac{s_w}{c_w} C_{BB} \right), & \tilde{F}_{\perp}^{\gamma Z} &= e^2 \left( \frac{c_w}{s_w} \tilde{C}_{WW} - \frac{s_w}{c_w} \tilde{C}_{BB} \right) \\ F_{\perp}^{ZZ} &= e^2 \left( \frac{c_w^2}{s_w^2} C_{WW} + \frac{s_w^2}{c_w^2} C_{BB} \right), & \tilde{F}_{\perp}^{ZZ} &= e^2 \left( \frac{c_w^2}{s_w^2} \tilde{C}_{WW} + \frac{s_w^2}{c_w^2} \tilde{C}_{BB} \right) \\ F_{\perp}^{WW} &= \frac{e^2}{s_w^2} C_{WW}, & \tilde{F}_{\perp}^{WW} &= \frac{e^2}{s_w^2} \tilde{C}_{WW}, \end{aligned}$$

and:

$$F_{\parallel}^{ZZ} = -C_{\phi\phi}, \quad F_{\parallel}^{WW} = -C_{\phi\phi}$$

→ Goldstone boson equivalence theorem!

# Example of a UV completion

- ❖ Consider for illustration a model containing a doublet of heavy, vector-like quarks  $\psi = (T \ B)^T$  transforming as  $(\mathbf{3}, \mathbf{2}, 1/6)$ , with Lagrangian  $\mathcal{L} = \mathcal{L}_{\text{SM}} + \mathcal{L}_S + \mathcal{L}_\psi$  and:

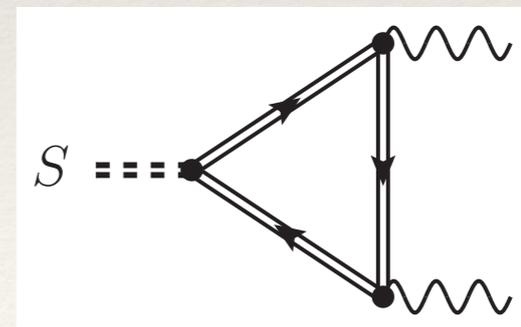
$$\mathcal{L}_S = \frac{1}{2} (\partial_\mu S)(\partial^\mu S) - \frac{M_S^2}{2} S^2 - c_1 S \bar{\psi} \psi - c_2 S (\bar{Q}_L \psi + \bar{\psi} Q_L)$$

$$\mathcal{L}_\psi = \bar{\psi} (i\not{D} - M) \psi - (g_t \bar{\psi} \tilde{\phi} t_R + g_b \bar{\psi} \phi b_R + \text{h.c.})$$

- ❖ We then find the non-trivial matching conditions:

$$C_{GG} = -\frac{1}{4\pi^2} \arcsin^2\left(\frac{M_S}{2M}\right)$$

$$C_{WW} + C_{BB} = -\frac{5}{6\pi^2} \arcsin^2\left(\frac{M_S}{2M}\right)$$



# Effective Lagrangian at $O(\lambda^3)$

- ❖ Most general result ( $i, j$  are generation indices):

$$\mathcal{L}_{\text{eff}}^{(3)} = \frac{1}{M} \left[ C_{F_L \bar{f}_R}^{ij}(M_S, M, \mu) O_{F_L \bar{f}_R}^{ij}(\mu) + \sum_{k=1,2} \int_0^1 du C_{F_L \bar{f}_R \phi}^{(k)ij}(u, M_S, M, \mu) O_{F_L \bar{f}_R \phi}^{(k)ij}(u, \mu) + \text{h.c.} \right]$$

$$+ \frac{1}{M} \sum_{A=G,W,B} \left[ \int_0^1 du C_{F_L \bar{F}_L A}^{ij}(u, M_S, M, \mu) O_{F_L \bar{F}_L A}^{ij}(u, \mu) + (F_L \rightarrow f_R) + \text{h.c.} \right]$$

with:

$$O_{F_L \bar{f}_R}^{ij}(\mu) = S \bar{\chi}_{L,n_1}^i \Phi_0 \chi_{R,n_2}^j + (n_1 \leftrightarrow n_2)$$

$$O_{F_L \bar{f}_R \phi}^{(1)ij}(u, \mu) = S \bar{\chi}_{L,n_1}^i \Phi_{n_1}^{(u)} \chi_{R,n_2}^j + (n_1 \leftrightarrow n_2)$$

$$O_{F_L \bar{f}_R \phi}^{(2)ij}(u, \mu) = S \bar{\chi}_{L,n_1}^i \Phi_{n_2}^{(u)} \chi_{R,n_2}^j + (n_1 \leftrightarrow n_2)$$

$$O_{F_L \bar{F}_L A}^{ij}(u, \mu) = S \bar{\chi}_{L,n_1}^i \mathcal{A}_{n_1}^{\perp(u)} \chi_{L,n_2}^j + (n_1 \leftrightarrow n_2)$$

$$O_{f_R \bar{f}_R A}^{ij}(u, \mu) = S \bar{\chi}_{R,n_1}^i \mathcal{A}_{n_1}^{\perp(u)} \chi_{R,n_2}^j + (n_1 \leftrightarrow n_2)$$

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# Decay rates into fermions

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- ❖ For the  $S \rightarrow \psi_1 \bar{\psi}_2$  decay modes, we find:

$$\mathcal{M}(S \rightarrow f_{iL} \bar{f}_{jR}) = \frac{v}{\sqrt{2}} \frac{M_S}{M} C_{f_L \bar{f}_R}^{ij} e^{i\varphi_{ij}},$$

$$\mathcal{M}(S \rightarrow f_{iR} \bar{f}_{jL}) = \frac{v}{\sqrt{2}} \frac{M_S}{M} C_{f_L \bar{f}_R}^{ji*} e^{-i\varphi_{ji}}$$

where after rotation to the mass basis:

$$C_{F_L \bar{f}_R} \rightarrow U_{f_L}^\dagger C_{F_L \bar{f}_R} W_{f_R} \equiv C_{f_L \bar{f}_R}$$

- ❖ Both amplitudes scale like  $\lambda$  and hence are of subleading order in power counting

# Effective Lagrangian at $O(\lambda^4)$

- ❖ The only decay mode not yet accounted for is  $S \rightarrow Zh$ , and at tree level a single operator contributes
- ❖ We find:

$$\mathcal{L}_{\text{eff}}^{(4)} \ni \frac{\tilde{C}_{\phi\phi\phi\phi}(M_S, M, \mu)}{M} \left[ iS \left( \Phi_{n_1}^\dagger \Phi_0 - \Phi_0^\dagger \Phi_{n_1} \right) \left( \Phi_{n_2}^\dagger \Phi_0 + \Phi_0^\dagger \Phi_{n_2} \right) + (n_1 \leftrightarrow n_2) \right]$$

and:

$$\mathcal{M}(S \rightarrow Z_{\parallel} h) = -iC_{\phi\phi\phi\phi} \frac{v^2}{M} \quad \rightarrow \text{resolves a puzzle!}$$

Bauer, MN, Thamm 2016

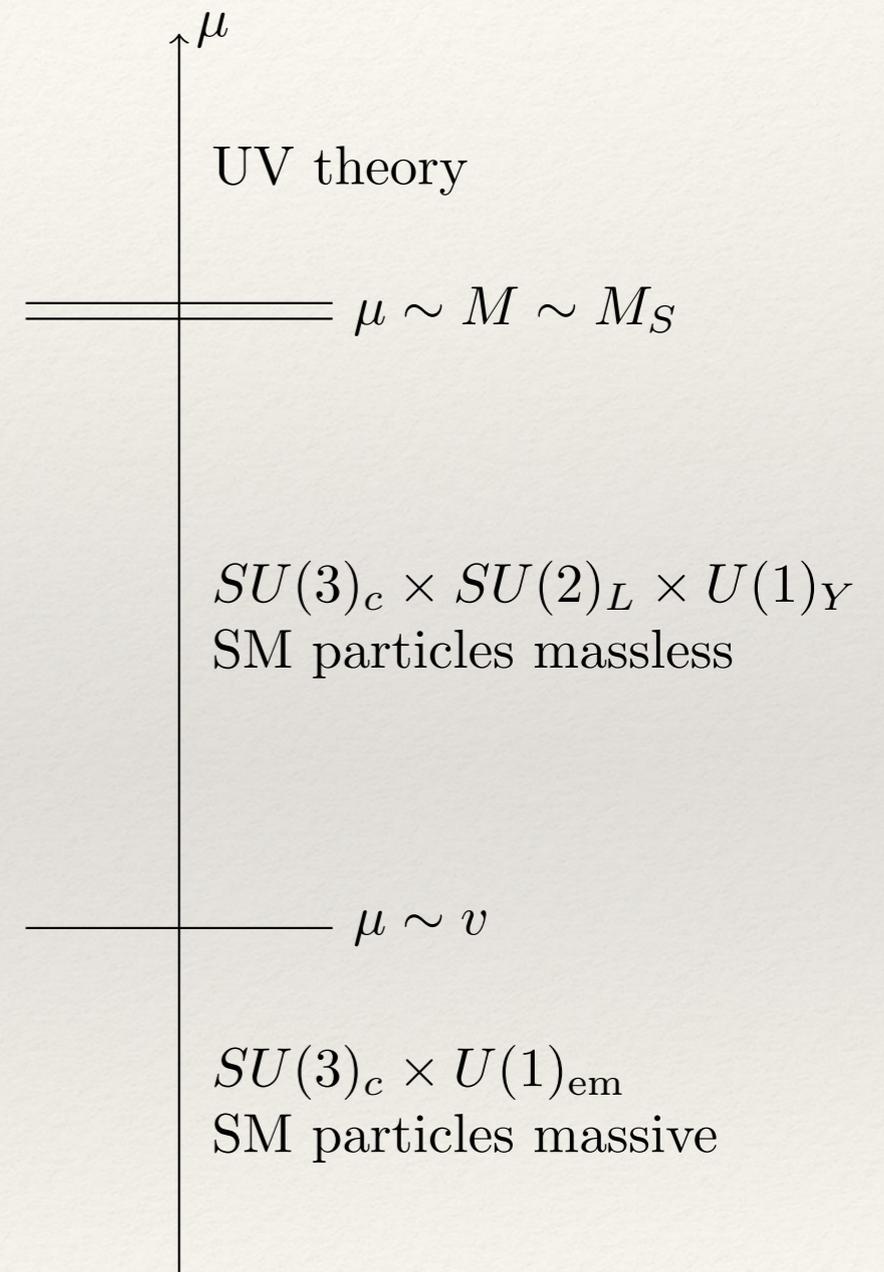
- ❖ Amplitude scales like  $\lambda^2$  and hence is of subsubleading order in power counting

A dramatic sunset over the ocean. The sun is low on the horizon, partially obscured by a large, dark log. The sky is filled with layers of clouds, some of which are illuminated from below, creating a golden glow. The water in the foreground is dark and textured with small waves.

# Resummation of large logs

# Resumming logarithms of $M_S/v$

- ❖ At the new-physics scale  $M \sim M_S$  the full theory is matched onto  $\text{SCET}_{\text{BSM}}$ , giving rise to Wilson coefficient functions
- ❖ The SCET operators are **evolved from  $M_S$  down to the scale  $v$  using RGEs and anomalous dimensions** derived in the effective theory
- ❖ At the scale  $v$  a matching onto a theory with massive SM fields is performed



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# Resumming logarithms of $M_S/v$

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- ❖ Anomalous dimensions in SCET contain terms enhanced by a logarithm  $\ln(M_S^2/\mu^2)$  times the cusp anomalous dimension
- ❖ These are responsible for resumming Sudakov double logarithms  $\sim [\alpha_s \ln^2(M_S^2/v^2)]^n$
- ❖ Some of the RGEs also contain convolutions over the momentum-fraction variable  $u$  (à la DGLAP)
- ❖ We find that a non-trivial operator mixing occurs starting at  $O(\lambda^3)$ , where also other subtleties arise

# QCD evolution at $O(\lambda^3)$

❖ We find, for example:

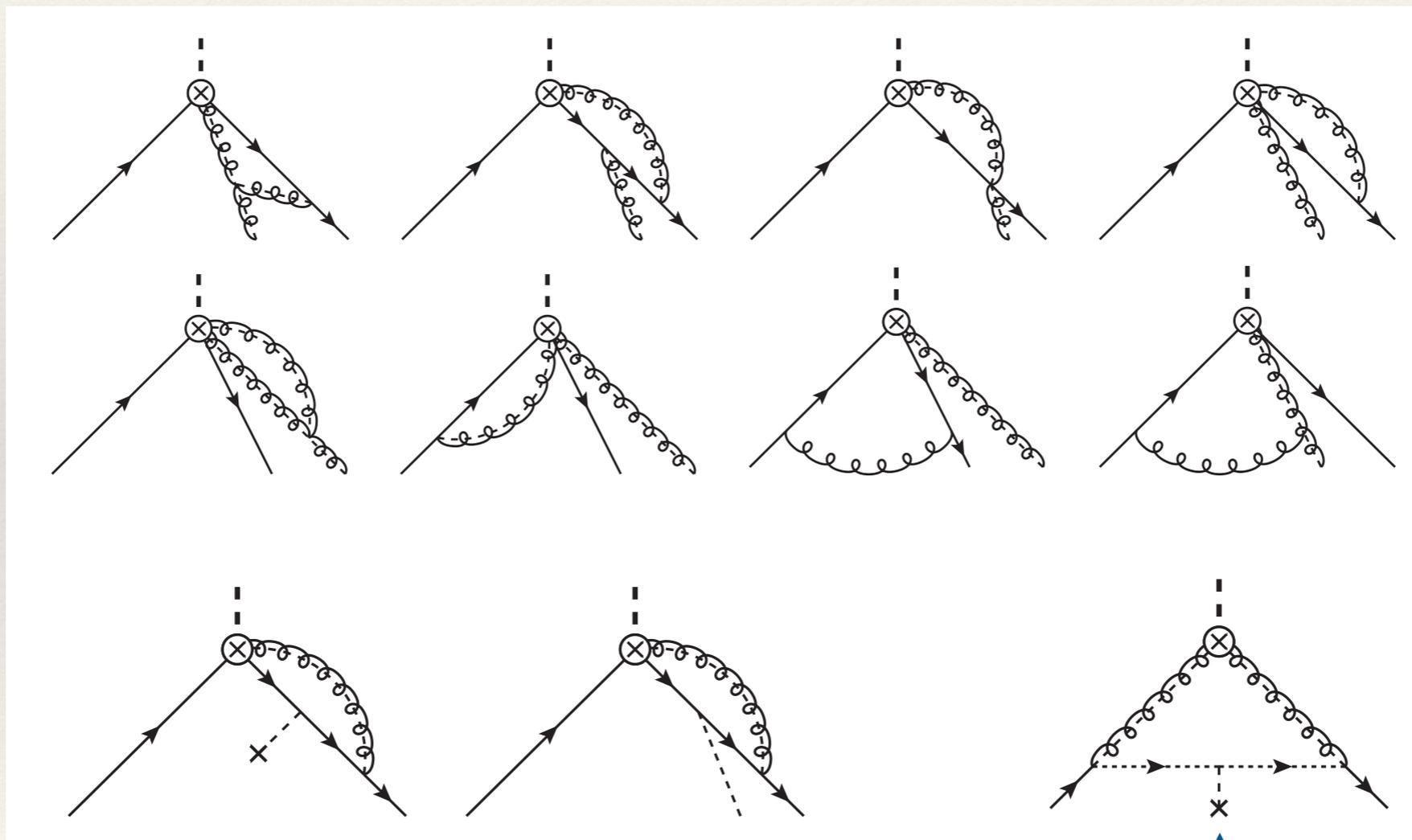
mixing of  $O(\lambda^2)$  operators into  $O(\lambda^3)$  operators via subleading interactions in the SCET Lagrangian

$$\begin{aligned} \mu \frac{d}{d\mu} \mathbf{C}_{Q_L \bar{q}_R}(\mu) &= \Gamma_{Q_L \bar{q}_R}(\mu) \mathbf{C}_{Q_L \bar{q}_R}(\mu) \\ &+ \frac{M^2}{M_S^2} \left[ \gamma_{\text{cusp}}^{q\bar{q}} \left( \ln \frac{M_S^2}{\mu^2} - i\pi \right) + \tilde{\gamma}_{q\bar{q}} \right] g_s^2(\mu) \left( C_{GG}(\mu) + i\tilde{C}_{GG}(\mu) \right) \mathbf{Y}_q(\mu) \\ &+ \int_0^1 dw \Gamma_{\text{mix}}(0, w, \mu) \left[ \mathbf{Y}_q(\mu) \bar{\mathbf{C}}_{q_R \bar{q}_R G}(w, \mu) + \bar{\mathbf{C}}_{Q_L \bar{Q}_L G}^\dagger(w, \mu) \mathbf{Y}_q(\mu) \right] \end{aligned}$$

$$\mu \frac{d}{d\mu} \mathbf{C}_{q\bar{q}G}(u, M_S, M, \mu) = \int_0^1 dw \Gamma_{q\bar{q}G}(u, w, M_S, \mu) \mathbf{C}_{q\bar{q}G}(w, M_S, M, \mu) \quad \text{with } q = Q_L \text{ or } q_R$$

# Example: QCD evolution at $O(\lambda^3)$

## ❖ Relevant diagrams:



mixing of  $O(\lambda^2)$  operators into  $O(\lambda^3)$  operators via subleading interactions in the SCET Lagrangian

# Example: QCD evolution at $\mathcal{O}(\lambda^3)$

❖ with:

$$\Gamma_{Q_L \bar{q}_R} = C_F \gamma_{\text{cusp}}^{(3)} \left( \ln \frac{M_S^2}{\mu^2} - i\pi \right) + 2\gamma^q$$

$$\Gamma_{\text{mix}}(u, w, \mu) = \frac{C_F \alpha_s(\mu)}{\pi} \frac{\theta(1 - u - w)}{1 - u} + \mathcal{O}(\alpha_s^2)$$

$$\begin{aligned} \Gamma_{q\bar{q}G}(u, w, M_S, \mu) = & \left[ C_F \left( \ln \frac{\bar{u} M_S^2}{\mu^2} - i\pi - \frac{3}{2} \right) + \frac{C_A}{2} \left( \ln \frac{u}{\bar{u}} + 1 \right) \right] \gamma_{\text{cusp}}^{(3)} \delta(u - w) \\ & - \bar{w} \left[ V_1(\bar{u}, \bar{w}) + V_2(\bar{u}, \bar{w}) \right] + \mathcal{O}(\alpha_s^2) \end{aligned}$$

and:

$$\begin{aligned} V_1(\bar{u}, \bar{w}) + V_2(\bar{u}, \bar{w}) = & -\frac{C_A}{2} \frac{\alpha_s}{\pi} \left\{ \frac{1}{\bar{u}\bar{w}} \left[ \bar{u} \frac{\theta(u - w)}{u - w} + \bar{w} \frac{\theta(w - u)}{w - u} \right]_+ + \left( \frac{w}{\bar{w}} - \frac{1}{u} \right) \theta(u - w) + \left( \frac{u}{\bar{u}} - \frac{1}{w} \right) \theta(w - u) \right\} \\ & + \left( C_F - \frac{C_A}{2} \right) \frac{\alpha_s}{\pi} \left[ \left( 2 - \frac{\bar{u}\bar{w}}{uw} \right) \theta(u + w - 1) + \frac{uw}{\bar{u}\bar{w}} \theta(1 - u - w) \right] \end{aligned}$$

see also: Hill, Becher, Lee, MN 2004

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# Conclusions

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- ❖ If a new heavy particle — the first of a new sector — is discovered at the LHC, its interactions with SM particles can be described using an effective field theory
- ❖ This should be done consistently!
- ❖  $\text{SCET}_{\text{BSM}}$  offers the systematic framework for separating the scales  $M_S$  and  $v$  and resumming large Sudakov logs of this ratio, while correctly treating the dependence on the mass ratio  $M/M_S$ , where  $M$  refers to the masses of yet undiscovered particles

An aerial photograph of a coastal town built on a cliffside, overlooking a deep blue bay. Several sailboats and a larger motorboat are visible in the water. In the background, a large island or headland is visible under a clear blue sky with a few clouds. The text "The end!" is overlaid in the center of the image in a white, serif font.

The end!