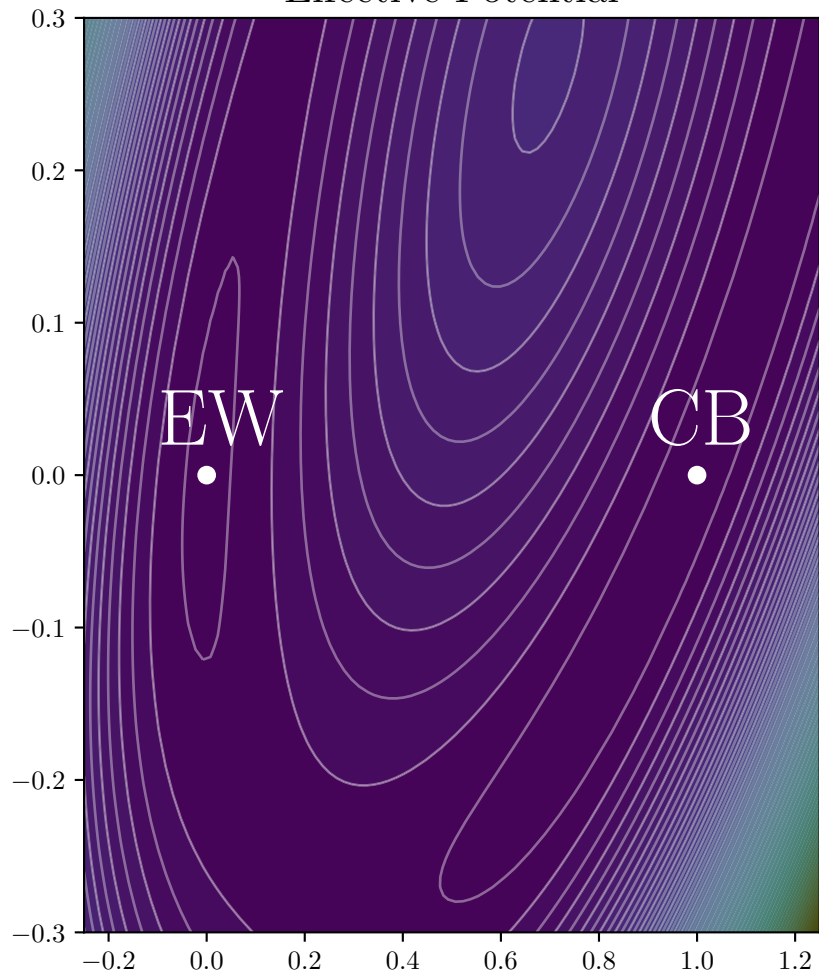$$V_{\text{eff}}(\phi_{CB}) < V_{\text{eff}}(\phi_{EW})$$

Effective Potential

Tree-Level Potential

EW

CB