General. $^1$H NMR and $^{13}$C NMR spectra were recorded on 400 MHz $^1$H (100 MHz $^{13}$C) and 200 MHz $^1$H (50 MHz $^{13}$C) spectrometers in deuterchloroform with chloroform as an internal reference unless otherwise stated. Chemical shifts are reported in ppm ($\delta$). Coupling constants, $J$, are reported in Hz. Analytical TLC was performed on silica gel plates. Visualization was accomplished with UV light or with phosphomolybdic acid (PMA) and KMnO$_4$ staining agents. Column (flash) chromatography was performed using 32-63 μm silica gel. Solvents for extraction and chromatography were reagent grade. CH$_2$Cl$_2$ were dried over CaH$_2$ under nitrogen atmosphere and distilled before use. All reaction products were isolated as chromatographically pure materials. 2-phenylethanol, benzyl alcohol, trans-cinnamyl alcohol and 30 wt% hydrogen peroxide were all purchased from ACROS. Salicylic acid was purchased from Merck. The procedure for synthesis of TiO$_2$ nanoparticles is in accordance to the literature method.$^1$

Analytical data for 2-phenethyl acetate$^2$

$^1$H NMR (400 MHz, CDCl$_3$) $\delta$ 7.34-7.22 (m, 5H), 4.30 (t, $J = 7.08$, 2H), 2.95 (t, $J = 7.08$, 2H), 2.05 (s, 3H); $^{13}$C NMR (100 MHz, CDCl$_3$) $\delta$ 170.96, 137.80, 128.85, 128.47, 126.53, 64.89, 35.07, 20.93; TLC $R_f$ 0.37 (EtOAc/hexanes, 1/20).

Analytical data for benzyl acetate$^3$

$^1$H NMR (400 MHz, CDCl$_3$) $\delta$ 7.38-7.34 (m, 5H), 5.13 (s, 2H), 2.11 (s, 3H); $^{13}$C NMR (100 MHz, CDCl$_3$) $\delta$ 170.68, 135.84, 128.42, 128.11, 128.09, 66.14, 20.82; TLC $R_f$ 0.33 (EtOAc/hexanes, 1/15).

Analytical data for trans-cinnamyl acetate$^2$

$^1$H NMR (200 MHz, CDCl$_3$) $\delta$ 7.42-7.26 (m, 5H), 6.57 (d, $J = 15.80$, 1H), 6.28 (dt, $J = 15.80$, 6.40, 1H), 4.73 (dd, $J = 6.40$, 1.20, 2H), 2.10 (s, 3H); $^{13}$C NMR (50 MHz, CDCl$_3$) $\delta$ 170.75, 136.20, 134.14, 128.56, 128.01, 126.55, 123.17, 64.91, 20.77; TLC $R_f$ 0.29 (EtOAc/hexanes, 1/20).

Analytical data for 2-acetoxybenzoic acid$^4$

$^1$H NMR (400 MHz, CDCl$_3$) $\delta$ 10.91 (bs, 1H), 8.12 (dd, $J = 7.80$, 1.50, 1H), 7.61 (td, $J = 7.80$, 1.50, 1H), 7.34 (td, $J = 7.80$, 1.50, 1H), 7.13 (dd, $J = 7.80$, 1.50, 1H), 2.37 (s, 3H); $^{13}$C NMR (100 MHz, CDCl$_3$) $\delta$ 170.07, 169.78, 151.19, 134.82, 132.45, 126.18, 123.95, 122.23, 20.94;
TLC Rf 0.33 (EtOAc/hexanes, 1/1).
References:


