## Synergistic Interaction of Surfactant Blends in Aqueous Medium

### **Reciprocates in Non-polar Medium with Improved Efficiency as Nano-reactor**

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#### Analytical data for Heck Product (4-methyl butyl cinnamate):

<sup>1</sup>H- NMR (CDCl<sub>3</sub>, 300MHz) δ 0.96 (t, 3H, *J* = 7.2 Hz), 1.44 (m, 2H), 1.68 (m, 2H), 2.36 (s, 3H), 4.20 (t, 2H, *J* = 6.6 Hz), 6.39 (d, 1H, *J* = 16.2 Hz), 7.18 (d, 2H, *J* = 7.8 Hz), 7.42 (d, 2H, *J* = 7.8 Hz), 7.66 (d, 2H, *J* = 16.2 Hz); <sup>13</sup>C-NMR (CDCl<sub>3</sub>, 75 MHz) δ 13.8, 19.2, 21.5, 30.8, 64.4, 117.2, 128.0, 129.6, 131.7, 140.6, 144.6, 167.3.

<sup>1</sup>H NMR



<sup>13</sup>C NMR





Fig. S1. Tensiometric (A) and conductometric (B) determination of critical micellar concentration (CMC) for single  $C_{16}E_{20}$  surfactant system at a fixed temperature (303K).

**Table S1.** Micellar parameters: experimental CMC values obtained from surface tension and conductivity techniques at 303K, literature CMC ( $CMC_{lit}$ ) and ideal CMC ( $CMC_{ideal}$ ) of binary mixture of cationic CTAB with non-ionic  $C_{16}E_{20}$ .

	CMC <sub>exp</sub> (mM)				
Micellar System			CMC <sub>lit</sub> (mM)	<b>CMC</b> <sub>ideal</sub>	
	Surface	Conductance	-	( <b>mM</b> )	
	Tension				
СТАВ	0.9301	-	0.92ª, 0.871 <sup>b</sup>	-	
$C_{16}E_{20}$	0.0077	-	0.0080°	-	
CTAB/C <sub>16</sub> E <sub>20</sub> (1:1)	0.0105	0.0109	-	0.0150	

<sup>a,c</sup>Ref,<sup>1</sup> <sup>b</sup>Ref.<sup>2</sup>



**Fig. S2A.** Optimized geometry at the B3LYP/6-31G level for isolated CTAB. Color code for atoms: blue, nitrogen; dark gray, carbon; and light gray, hydrogen.

Fig. S2B. Optimized geometry at the B3LYP/6-31G level for isolated  $C_{16}E_{20}$ . Color code for atoms: red, oxygen; dark gray, carbon; and light gray, hydrogen.



Color code for atoms:

 Table S2. Optimization of C-C cross coupling Heck reaction in micelles and w/o mixed

 microemulsion media at 303K.<sup>a</sup>

Entry	Solvent	Water content	Yield (%) <sup>d</sup>
		(ω)	
1.	Water	-	07
2.	CTAB <sup>b</sup>	-	57

3	CicEcob	-	44
5.	016020		
4.	CTAB/ C <sub>16</sub> E <sub>20</sub> <sup>b</sup>	-	66
5.	Heptane (Hp)	-	37
6.	Decane (Dc)	-	15
7.	Hp/1-pentanol (Pn) (1:2, wt%)	-	40
8.	Dc/Pn (1:2, wt%)	-	19
9.	Water/CTAB/ C <sub>16</sub> E <sub>20</sub> /Pn/Hp <sup>c</sup>	10	79
10.	Water/CTAB/ C <sub>16</sub> E <sub>20</sub> /Pn/Hp <sup>c</sup>	20	70
11.	Water/CTAB/ C <sub>16</sub> E <sub>20</sub> /Pn/Hp <sup>c</sup>	30	59
12.	Water/CTAB/ C16E20/Pn/Hpc	40	56
13.	Water/CTAB/ C16E20/Pn/Hpc	50	54

14.	Water/CTAB/ C16E20/Pn/Dcc	10	68
15.	Water/CTAB/ C <sub>16</sub> E <sub>20</sub> /Pn/Dc <sup>c</sup>	20	57
16.	Water/CTAB/ C16E20/Pn/Dcc	30	45
17.	Water/CTAB/ C <sub>16</sub> E <sub>20</sub> /Pn/Dc <sup>c</sup>	40	44
18.	Water/CTAB/ C <sub>16</sub> E <sub>20</sub> /Pn/Dc <sup>c</sup>	50	41

<sup>a</sup> Reaction condition: 4-iodo toluene (0.5 mmol), n-butyl acrylate (0.6 mmol), Triethylamine (1.0 mmol), Pd(OAC)<sub>2</sub> (0.02 mmol, 4 mol%), temperature; 303K, <sup>b</sup> Micellar system, [CTAB]= 0.9301 mM, [C<sub>16</sub>E<sub>20</sub>] = 0.0077 mM, [CTAB]:[C<sub>16</sub>E<sub>20</sub>] (1:1) = 0.0105 mM, <sup>c</sup> w/o mixed microemulsion; [water/CTAB/C<sub>16</sub>E<sub>20</sub>/Pn/oil, [CTAB]:[C<sub>16</sub>E<sub>20</sub>] (1:1); S:CS = 1:2 wt.%], <sup>d</sup> HPLC yield of the Heck product.

**Table S3.** Interfacial composition and thermodynamicparameters of CTAB/C<sub>16</sub>E<sub>20</sub>/1-pentanol/*n*-heptane (or *n*-decane)/water microemulsion at 303K with varying water content ( $\omega$ ).

ω	10	20	30	40	50
10 <sup>4</sup> n <sub>a</sub> <sup>i</sup> /mol	15.30	9.90	7.39	6.60	5.69
	(10.12) <sup>c</sup>	(7.42)	(5.92)	(5.45)	(4.68)
10 <sup>4</sup> n <sub>a</sub> <sup>0</sup> /mol	10.29	20.59	28.50	33.34	42.48
-	(23.29)	(26.73)	(31.75)	(37.67)	(49.96)
K <sub>d</sub>	20.65	10.46	5.24	4.07	3.54
u	(13.25)	(8.77)	(5.03)	(3.86)	(3.26)

-∆G <sub>t</sub> ⁰/KJ mol <sup>-1</sup>	7.62	5.91	4.17	3.53	3.18
·	(6.50)	(5.47)	(4.07)	(3.40)	(2.98)

<sup>*a*</sup>*All the mixed microemulsion systems are formed using constant amount of mixed surfactant (0.5 mmol) and oil (14.0 mmol).* 

<sup>b</sup> The average errors in  $K_d$  and  $\Delta G_t^0$  were within  $\pm 5$  and  $\pm 3\%$ , respectively.

<sup>c</sup> The values in parentheses indicate parameters for n-decane (Dc) stabilized system.

# Evaluation of interfacial and bulk composition of cosurfactant from thermodynamic point of view by the dilution method

W/o microemulsion consists of dispersion of water droplets in Hp or Dc continuum wherein the mixed surfactants (CTAB and  $C_{16}E_{20}$  at equimolar composition) were considered to populate at the oil/water interface in partial association with the cosurfactant (Pn), which remained distributed between the interface and the bulk oil, because of its negligible solubility in water.<sup>3</sup> Thus, at a fixed [surfactant(s)], a critical concentration of Pn is required for the stabilization of the mixed microemulsions. Addition of extra oil (Hp or Dc) extracts Pn from the interface to destabilize the

system, which can be stabilized by the addition of extra cosurfactant in the system. This is the fundamental basis of oil dilution experiment (the dilution method). The following equations are helpful to rationalize the distribution vis-à-vis transfer process of Pn from the continuous oil phase to the interfacial region:

$$k_o = \frac{n_a^0}{n_o}$$
(S1)

$$\frac{n_a}{n_s} = \frac{n_a^l}{n_s} + k_o \frac{n_o}{n_s}$$
(S2)

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$$K_{d} = \frac{X_{a}^{i}}{X_{a}^{o}} = \frac{\frac{n_{a}^{i}}{n_{a}^{i} + n_{s}}}{\frac{n_{a}^{o}}{n_{a}^{o} + n_{o}}} = \frac{n_{a}^{i}(n_{a}^{o} + n_{o})}{\frac{n_{a}^{o}(n_{a}^{i} + n_{s})}}$$
(S3)

$$\Delta G_t^0 = -RT ln K_d = -RT ln \frac{X_a^i}{X_a^o} = -RT ln \frac{I(1+S)}{S(1+I)}$$
(S4)

where,  $n_a$ ,  $(n_a^{i})$  and Gibbs free energy  $(-\Delta G^0_t)$ ,  $n_a^o$ ,  $n_o$ ,  $n_s$  denote the total number of moles of oil and the cosurfactant, its number at the interface, in the oil phase, the total number of moles of oil and the total number of moles of surfactant, respectively. A plot of  $n_a/n_s$  against  $n_o/n_s$  (Fig. S3) according to Eq. (S2) yields the values of the slope (*S*) and the intercept (*I*). Slope (*S*) is actually  $k_o$  and  $n_a^o$  can be determined from Eq. (S1). On the other hand,  $n_a^i$  can be calculated from the intercept (*I*), which is equal to  $n_a^{i/n_s}$ . The partition of cosurfactant between the continuous oil phase and the interface of the droplet can be expressed in terms of the distribution constant, which is represented by  $K_d$ .  $X_a^i$  and  $X_a^o$  are the mole fraction of alkanol in the interfacial layer and in the oil, respectively.  $\Delta G^0_t$  represents standard Gibbs free energy change of transfer of cosurfactant from oil to the interface.



Fig. S3. Plot of  $n_a/n_s$  against  $n_o/n_s$  for systems comprising equimolar (1:1) mixed surfactant (CTAB and  $C_{16}E_{20}$ ) (0.5mmol) and n-decane (14.0 mmol) stabilized by 1-Pn with different  $\omega$  (10 $\rightarrow$ 50) at a constant temperature (303K).



Fig. S4. Dependence of conductance value on water content ( $\omega$ ) for CTAB/C<sub>16</sub>E<sub>20</sub> (1:1)/Pn/Hp (Dc)/water microemulsions at 303K. Inset A: Dependence of viscosity on water content ( $\omega$ ) for the same systems of similar composition at 303K.



**Fig. S5**. Representative FTIR spectra of O-H band for w/o mixed surfactant microemulsions, CTAB/C<sub>16</sub>E<sub>20</sub>/Pn/Hp/water at equimolar composition (1:1) as a function water content ( $\omega$ ) at fixed surfactant and cosurfactant mass ratio (1:2)and temperature (303K) [A:  $\omega = 10$ ; B:  $\omega = 30$ ; and, C:  $\omega = 50$  (Specification: experimental spectra, overall fitted curve (open circle) and deconvoluted curves (*1: free water; 2: bound water; 3: trapped water*)].

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