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## Threshold concentration in nonlinear absorbance law

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**Fig. S1**. UV/Vis spectrum (Q-band area) of J-dimer **1** in THF (concentration range of  $1.7 \times 10^{-6} - 4.02 \times 10^{-4}$  mol L<sup>-1</sup>).



**Fig. S2**. UV/Vis spectrum (Q-band area) of J-dimer **1** in CHCl<sub>3</sub> (concentration range of 2.06×10<sup>-6</sup> – 5.03×10<sup>-4</sup> mol L <sup>-1</sup>).



Fig. S3. UV/Vis spectrum (Q-band area) of J-dimer 1 in CCl<sub>4</sub> (concentration range of  $2.05 \times 10^{-6} - 1.44 \times 10^{-4}$  mol L<sup>-1</sup>).

## 2. Aggregation study

Thermodynamics of aggregation was studied according to Mataga's approach <sup>1</sup>. It is assumed that only monomeric and aggregated forms are in equilibrium, with the intermediate stages being proceeded quickly and not influncing the overall process. The proposed equation was modified by changing the linear extinction coefficient  $\varepsilon$  to an effective  $\kappa$ :

$$ln\left[\left(1-\frac{\kappa}{\kappa_0}\right)C\right] = n \ln\left[\left(\frac{\kappa}{\kappa_n}-\frac{\kappa_n}{n\kappa_0}\right)C\right] + ln\left[\left(\frac{\kappa_n}{n^n(n-(\kappa_n/\kappa_0))^{n-1}}\right)\right],$$

in which  $\kappa_n$  and  $\kappa_0$  are referred to effective extinction of the most concentrated and diluted solutions respectively,  $\kappa$  and C are the extinction and concentration of each solution under investigation, n is the aggregation number, and  $K_n$  is the overall equilibrium constant. Initially, it is assumed that  $\frac{\kappa_n}{n\kappa_0} \ll \frac{\kappa}{\kappa_n}$ . From the first plot (Fig. S4) n is being calculated. Next, the defined value of n is substituted to the general equation, and the second plot allows to compute the  $K_n$  value.



Fig. S4. Computing the thermodynamics of aggregation for J-dimer 1 in THF, CHCl<sub>3</sub> and CCl<sub>4</sub>. The concentration range is of  $1.7 \times 10^{-6} - 5.0 \times 10^{-6}$  mol dm<sup>3</sup>.

Effective molar extinction is the generalized absorption characteristic, driving from diluted to concentrated solutions (Fig. S5). It represents a compromise between a linear and a polynomial functions



**Fig. S5**. Approximation of experimental absorbance with polynomial (Eq.1), power (Eq.2) and linear (Eq.3) functions. For the equations the reader is referred to the original text.

## 3. References

1. N. Mataga, Bulletin of the Chemical Society of Japan, 1957, **30**, 375-379.