## Supporting information for

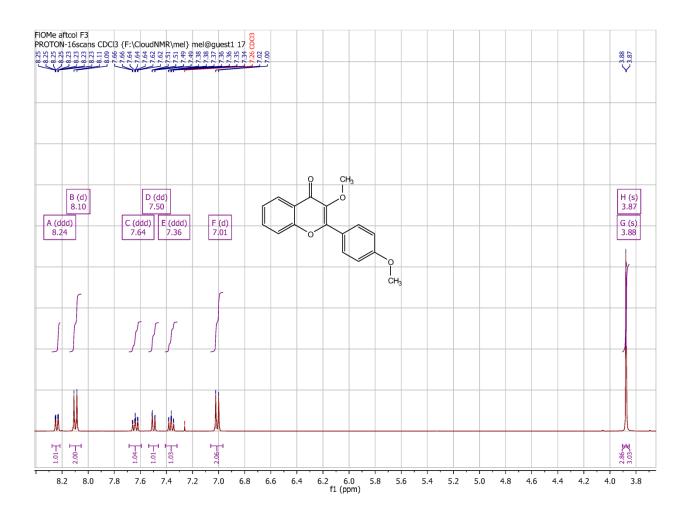
### Ultrafast photophysics of the environment-sensitive 4'-methoxy-3-hydroxyflavone fluorescent dye

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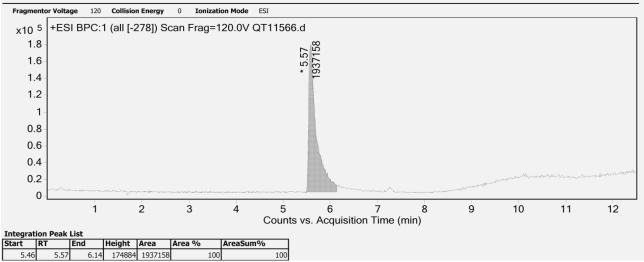
**Figure S1**. <sup>1</sup>H NMR spectrum of 4'-methoxy-3-methoxyflavone.

#### **Qualitative Analysis Report**

Data Filename	QT11566.d	Sample Name	FIOMe
Inj. Vol.	0.1	Position	P1-D1
Instrument Name	SCA Illkirch QToF	User Name	PW
Acq Method	C18-2,1x5x1,8.m	Acquired Time	12/18/2015 10:04:46 AM
IRM Calibration Status	Success	DA Method	C18-2,1x5x1,8.m
Commont			

Sample Group Info.

#### User Chromatograms



#### **Qualitative Analysis Report**

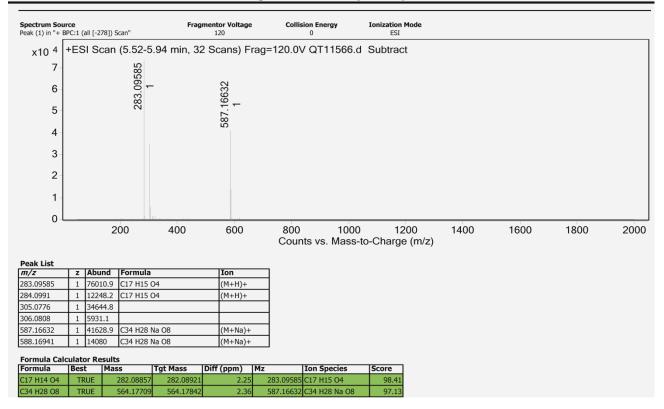


Figure S2. LCMS data of 4'-methoxy-3-methoxyflavone.

Supplementary Note 1: Relation between the ratio of the total N\* and T\* fluorescence intensities and the parameters of the rate equation model.

Within the model introduced in Figure 9, the time evolution of the excited state populations  $N^*(t)$  and  $T^*(t)$  can be written:

$$\frac{dN^*}{dt}(t) = -\frac{N^*(t)}{\tau_N} + k_- T^*(t)$$
$$\frac{dT^*}{dt}(t) = k_+ N^*(t) - \frac{T^*(t)}{\tau_T}$$

where  $\tau_N$  and  $\tau_T$  are the N\* and T\* lifetimes, i.e. the inverse of the sum of all radiative and non-radiative (nr) decay channels:  $\tau_N^{-1} = k_N + k_+ + k_N^{nr}$  and  $\tau_T^{-1} = k_T + k_- + k_T^{nr}$ .

The ratiometric fluorescence detection approach measures the ratio  $R=I_N/I_T$  between the measured fluorescence intensities of the N\* and T\* bands. By definition, the intensity of the N\* band (and similarly for the T\* band) can be written:

$$I_N = k_N \int_0^\infty N^*(t) \, dt$$

with  $k_N$  the radiative decay rate. Hence, instead of resolving the set of differential equations (as done e.g. in Shynhar et al., J. Phys. Chem. A, 2003, 107, 9522-9529), we may integrate both equations, which yields:

$$N_0 = \frac{I_N}{\tau_N k_N} - k_- \frac{I_T}{k_T}$$
$$0 = k_+ \frac{I_N}{k_N} - \frac{I_T}{\tau_T k_T}$$

with  $N_0$ , the population initially promoted to N\* upon light absorption from N. The second line directly gives the ratio R between the total emission intensities in both bands:

$$R = \frac{I_N}{I_T} = \frac{k_N}{k_T} \frac{1}{\tau_T k_+}$$

Using in addition the first line allows us to conclude:

$$I_N = \frac{N_0 k_N \tau_N}{1 - k_+ k_- \tau_N \tau_T}$$
(Eq. 1)

$$I_T = \frac{N_0 k_+ k_T \tau_N \tau_T}{1 - k_+ k_- \tau_N \tau_T}$$
(Eq. 2)

# Supplementary Note 2: Case study about the ratiometric detection of two sub-populations *a* and *b* characterized by distinct ESIPT rates

As described in the main text we may introduce:

$$R = \frac{I_{Na} + I_{Nb}}{I_{Ta} + I_{Tb}}$$

In the simplistic case of two subpopulations differing only by their ESIPT rates  $k_+$  (*i.e.*  $k_+^a \neq k_+^b$ ), with both ESIPT reactions occurring irreversibly ( $k_-\sim 0$ ) and rapidly ( $k_+\tau_N \sim 1$  for each subpopulation), then Eq. 1 and 2 above can be written:

$$I_{Na} \sim \alpha N_0 k_N \tau_{Na} \sim \alpha N_0 k_N / k_+^a, \quad I_{Nb} \sim (1-\alpha) N_0 k_N \tau_{Nb} \sim (1-\alpha) N_0 k_N / k_+^b$$
$$I_{Ta} \sim \alpha N_0 k_T \tau_T, \quad I_{Tb} \sim (1-\alpha) N_0 k_T \tau_T$$

with  $\alpha$  and  $(1 - \alpha)$  the relative proportions of species a and b, respectively.

And finally:

$$R \sim \alpha \; \frac{k_N}{k_T} \frac{1}{\tau_T \; k_+^a} + (1 - \alpha) \; \frac{k_N}{k_T} \; \frac{1}{\tau_T \; k_+^b}$$