

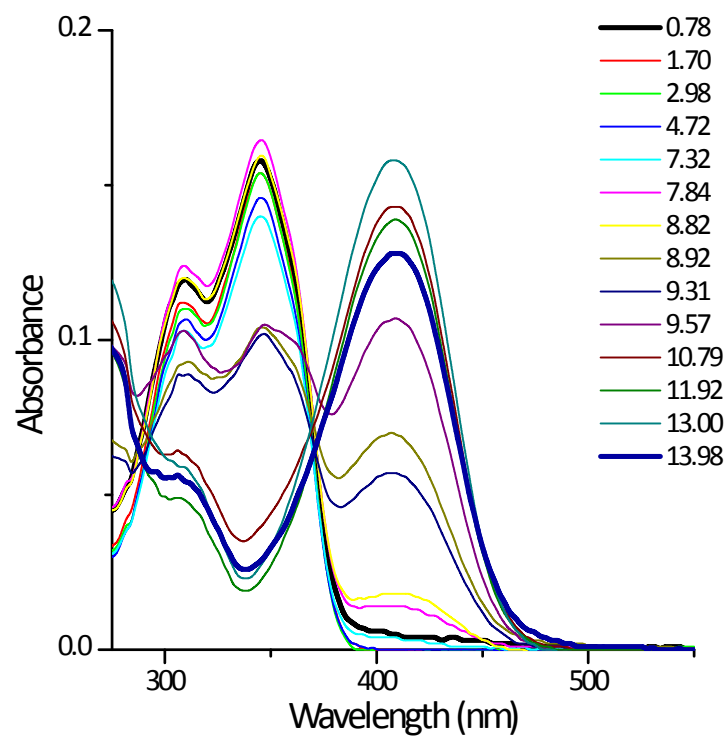
**Photoacidity as tool to rationalize excited state intramolecular proton transfer reactivity in flavonols**

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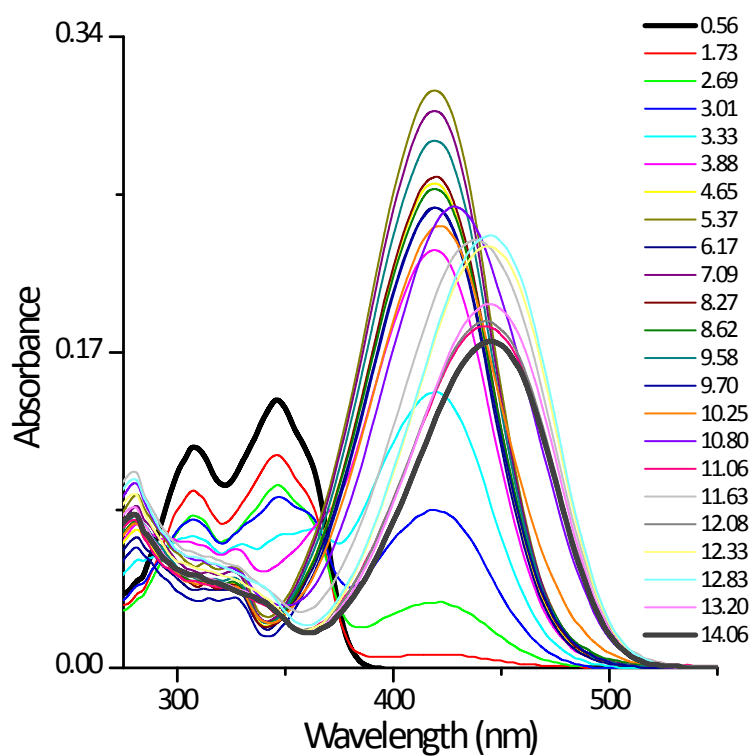
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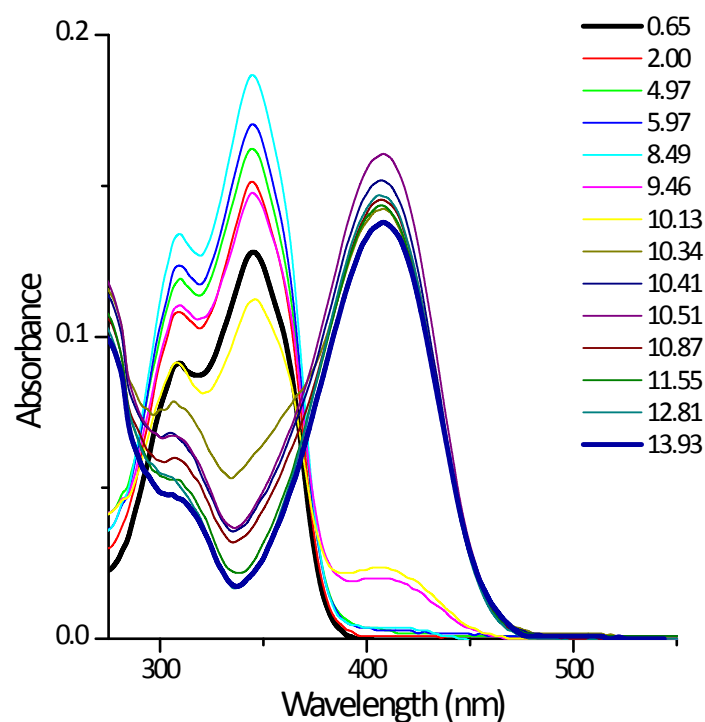
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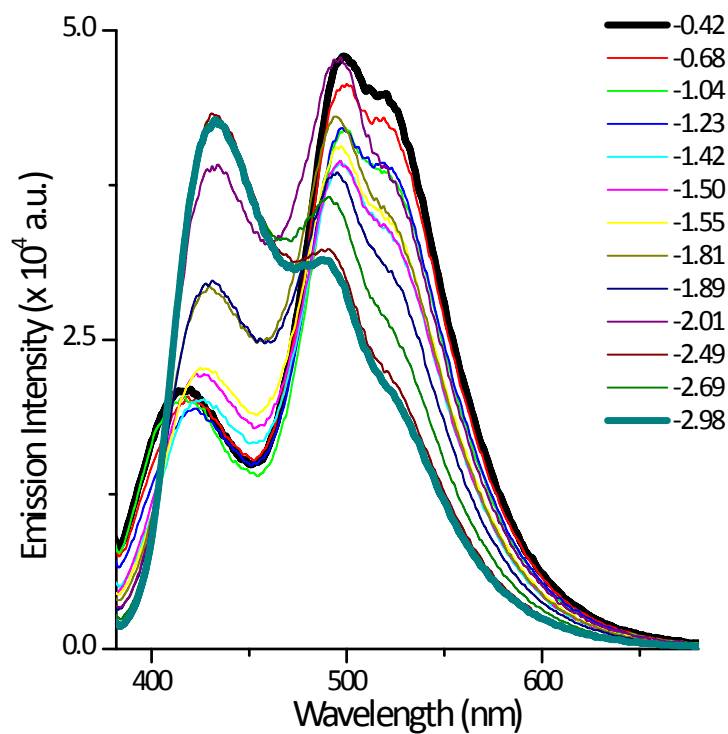
**Fig S1.** UV-Vis absorption spectra of **3HF** in ethanol/water (1:1 vol) at different acid solutions. [Flavonol]= $8.5 \times 10^{-6}$  Molar.



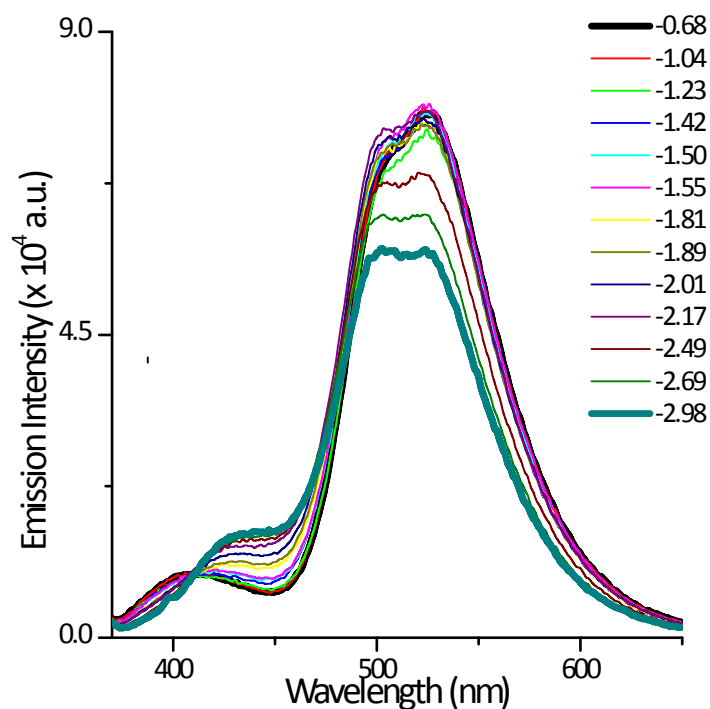
**Fig S2.** UV-Vis absorption spectra of **DEA3HF** in ethanol/water (1:1 vol) at different acid solutions. [Flavonol]= $8.5 \times 10^{-6}$  Molar.



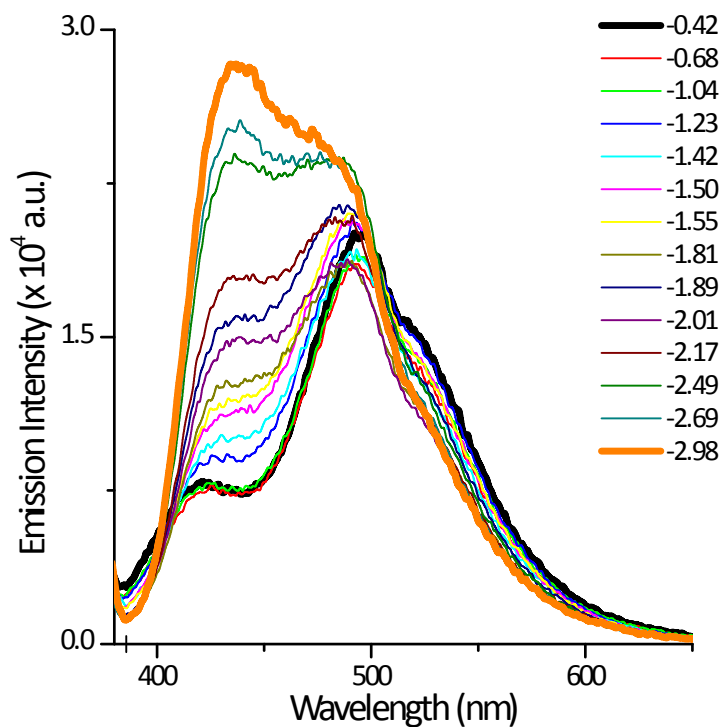
**Fig S3.** UV-Vis absorption spectra of **F3HF** in ethanol/water (1:1 vol) at different acid solutions. [Flavonol]= $8.5 \times 10^{-6}$  Molar.



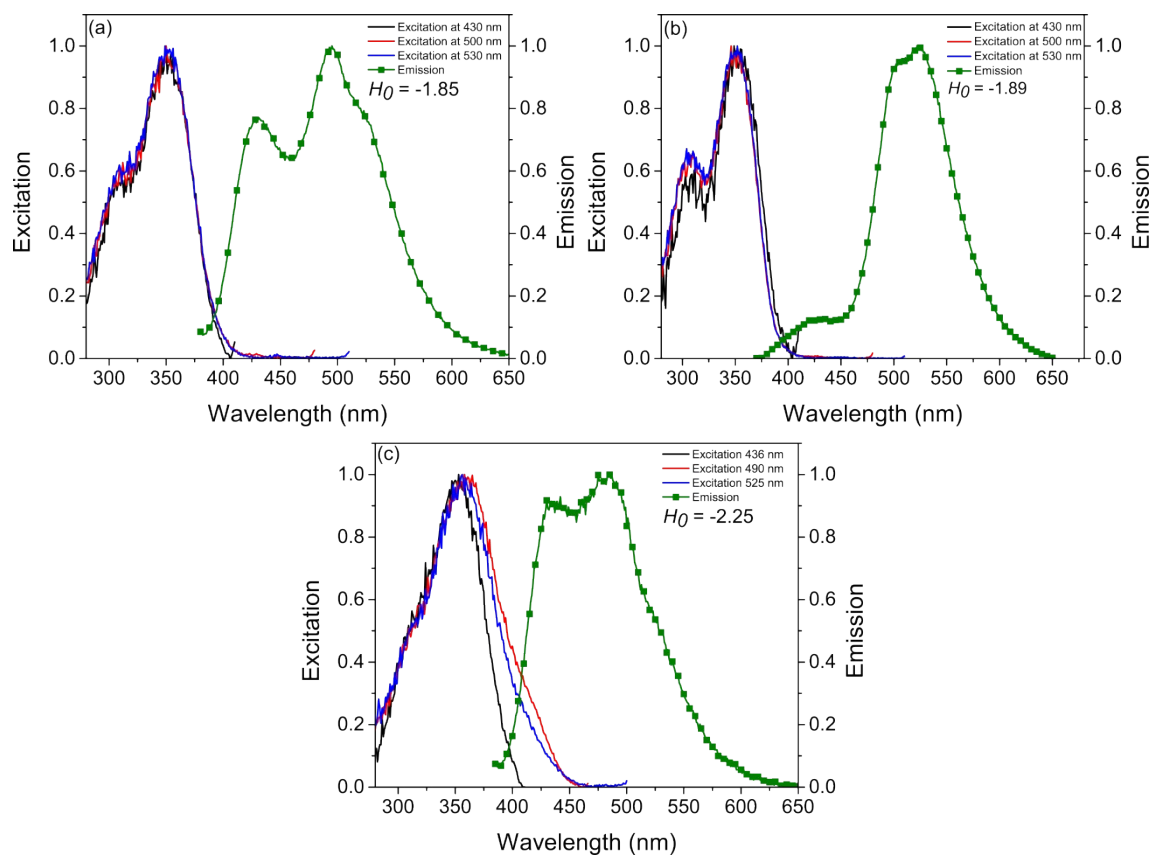
**Fig S4.** Fluorescence emission spectra of **3HF** at different acid solutions from HCl  $7.11 \text{ mol} \cdot \text{L}^{-1}$  ( $H_0$  -2.98) to  $1.34 \text{ mol} \cdot \text{L}^{-1}$  ( $H_0$  -0.42). [Flavonol]= $8.5 \times 10^{-6}$  Molar.



**Fig S5.** Fluorescence emission spectra of **DEA3HF** at different acid solutions from HCl 7.11 Molar ( $H_0$  -2.98) to 2.01 Molar ( $H_0$  -0.68). [Flavonol]= $8.5 \times 10^{-6}$  Molar.

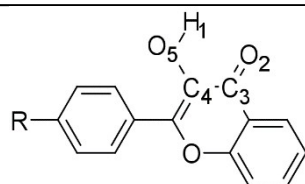


**Fig S6.** Fluorescence emission spectra of **F3HF** at different acid solutions from HCl 7.11 Molar ( $H_0$  -2.98) to 1.34 Molar ( $H_0$  -0.42). [Flavonol]= $8.5 \times 10^{-6}$  Molar.

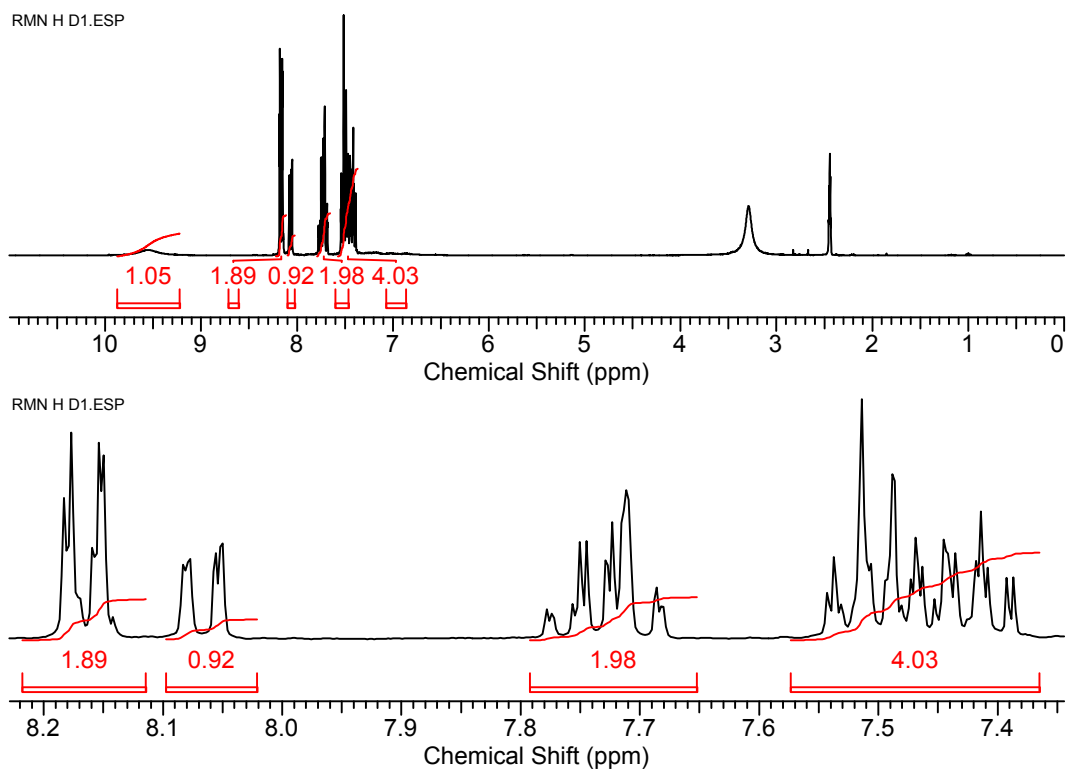


**Fig S7.** Excitation spectra at all curves inflection point of the compounds **3HF**, **DEA3HF** and **F3HF**.

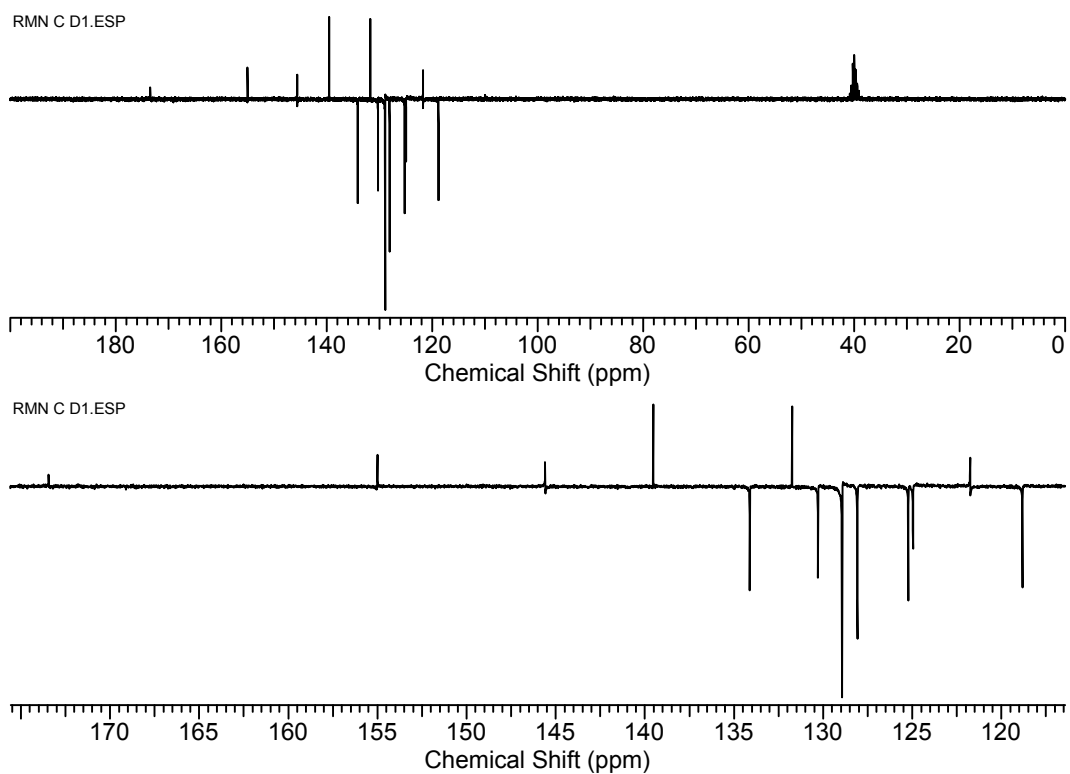
**Table S1.** Molecular structure showing the labels used in selected geometry parameters in Å for the ground state structures obtained at CAM-B3LYP/6-311++G(d,p) using water as solvent.



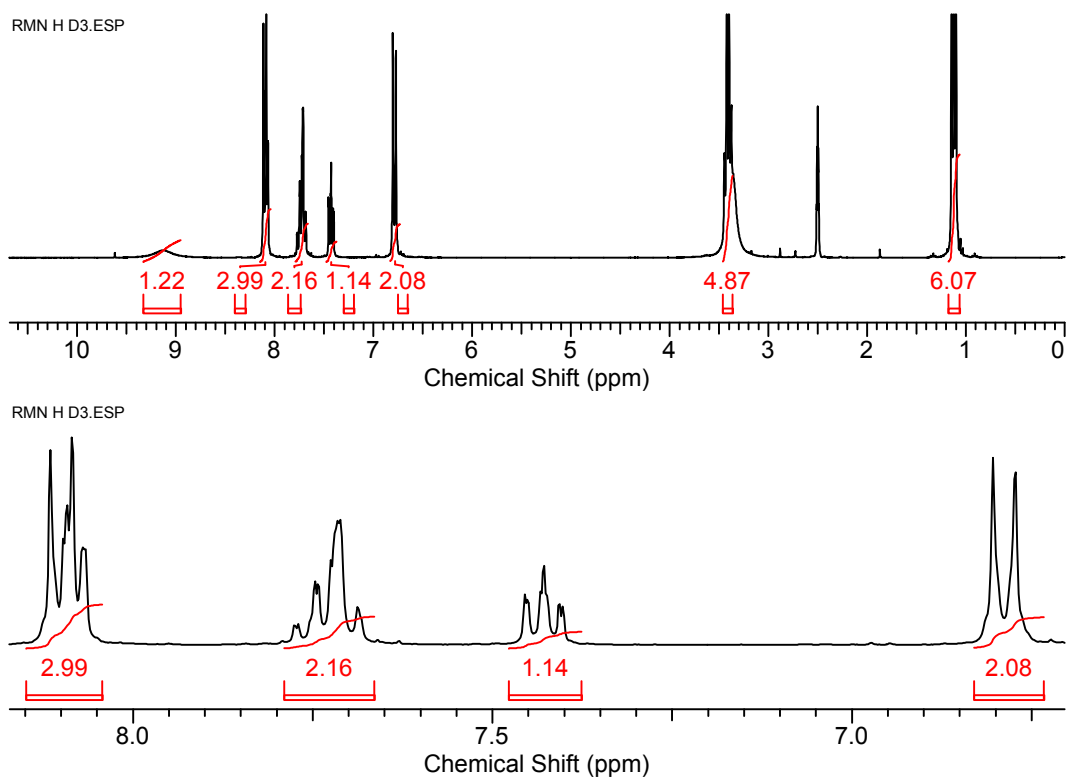
Species	Comp.	Geometry parameters			
		H <sub>1</sub> -O <sub>2</sub>	O <sub>2</sub> -C <sub>3</sub>	C <sub>3</sub> -C <sub>4</sub>	C <sub>4</sub> -O <sub>5</sub>
Protonated	<b>3HF</b>	0.968	1.346	1.396	1.318
	<b>DEA3HF</b>	0.967	1.351	1.380	1.329
	<b>F3HF</b>	0.968	1.346	1.396	1.318
Neutral	<b>3HF</b>	0.976	1.349	1.457	1.228
	<b>DEA3HF</b>	0.975	1.354	1.449	1.236
	<b>F3HF</b>	0.975	1.352	1.452	1.235
Deprotonated	<b>3HF</b>	-	1.236	1.518	1.215
	<b>DEA3HF</b>	-	1.244	1.507	1.220
	<b>F3HF</b>	-	1.236	1.517	1.215



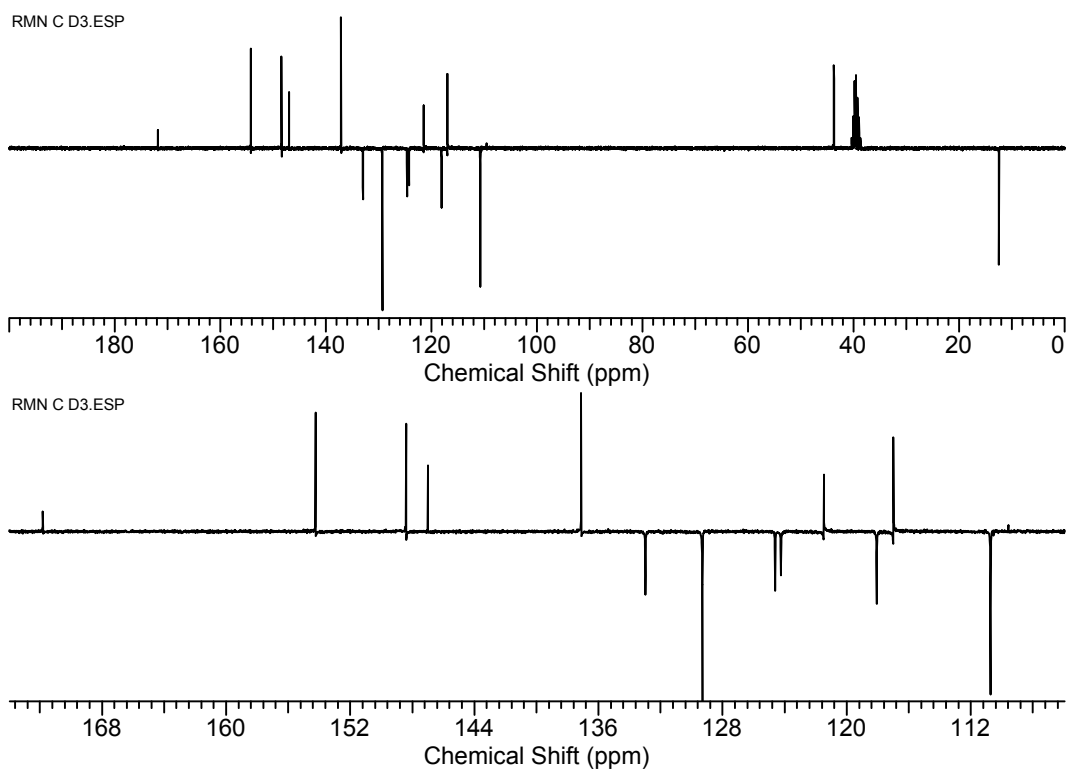
**Fig S8.**  $^1\text{H}$  NMR spectrum (300 MHz,  $\text{DMSO-}d_6$ ) of compound **3HF**.



**Fig S9.**  $^{13}\text{C}$  NMR spectrum (75.4 MHz,  $\text{DMSO-}d_6$ ) of compound **3HF**.

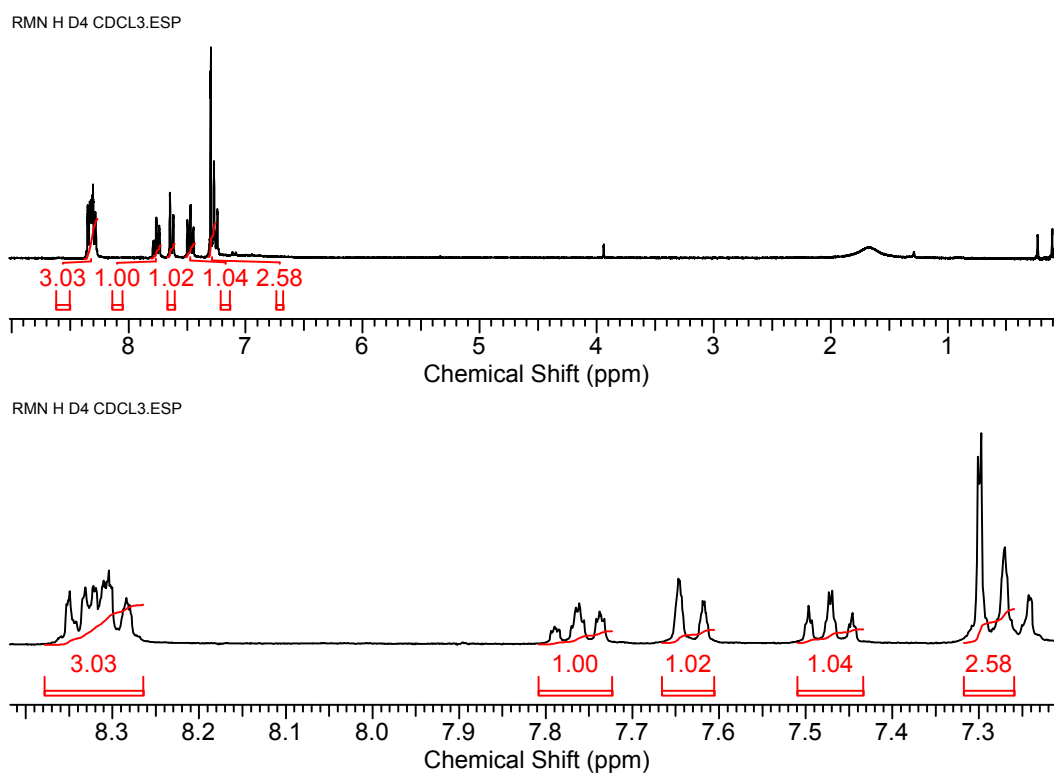


**Fig S10.**  $^1\text{H}$  NMR spectrum (300 MHz,  $\text{DMSO-}d_6$ ) of compound **DEA3HF**.

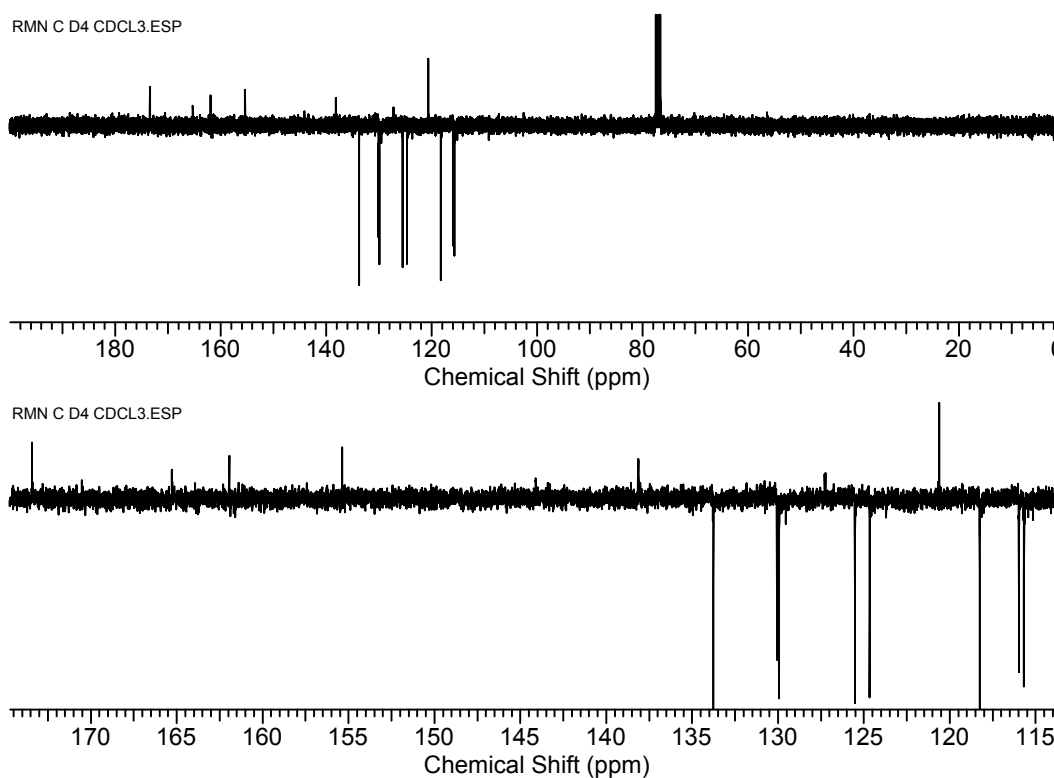


**Fig S11.**  $^{13}\text{C}$  NMR spectrum (75.4 MHz,  $\text{DMSO-}d_6$ ) of compound **DEA3HF**.

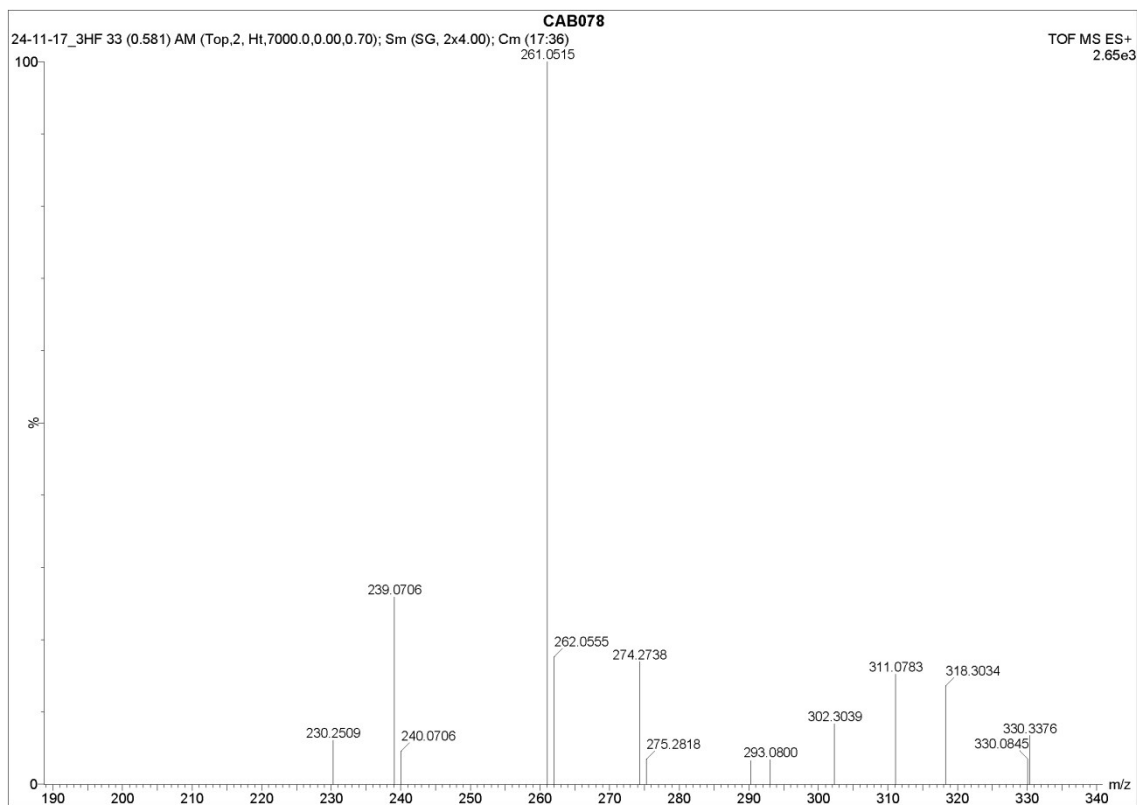




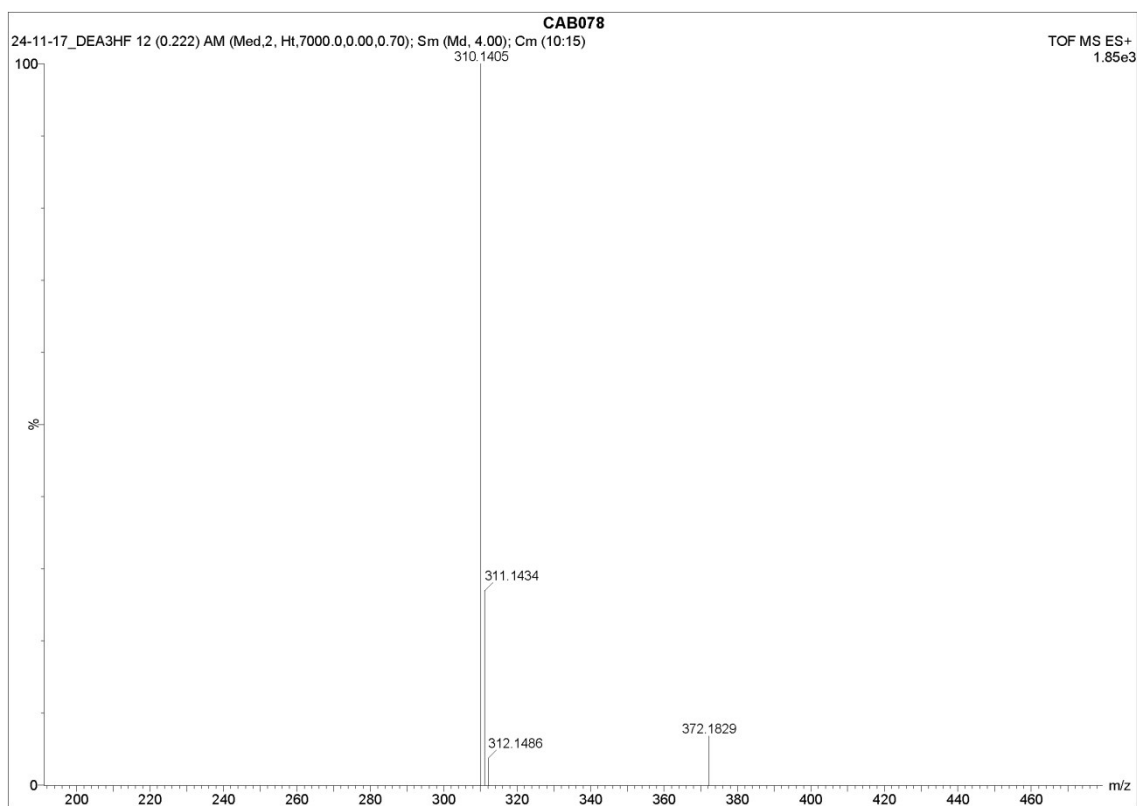
**Fig S12.**  $^1\text{H}$  NMR spectrum (300 MHz,  $\text{CDCl}_3$ ) of compound **F3HF**.



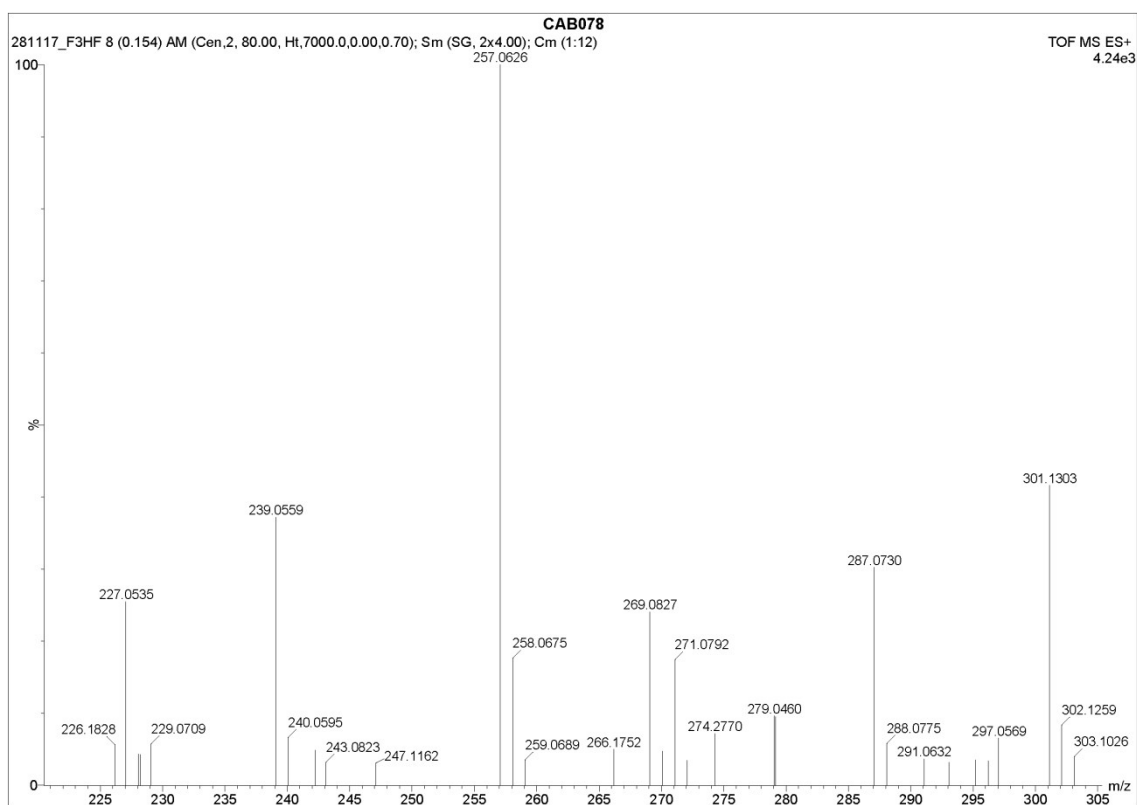
**Fig S13.**  $^{13}\text{C}$  NMR spectrum (75.4 MHz,  $\text{CDCl}_3$ ) of compound **F3HF**.



**Fig S14.** HRMS spectra of compound **3HF**.



**Fig S15.** HRMS spectra of compound **DE3HF**.



**Fig S16.** HRMS spectra of compound **F3HF**.