

Supporting Information

Fig. S1: ^1H NMR spectra of various concentrations of SDS in the presence of copolymer P2800 (fixed at 0.2 wt%), showing (a) 3.11, (b) 3.88, (c) 4.66, (d) 5.82, (e) 9.70, (f) 13.58, (g) 21.34, (h) 29.10, (i) 40.74 and (j) 79.54 mM of SDS.

Fig. S2: ^1H Chemical shift (δ) of SDS $\alpha\text{-CH}_2$ against SDS concentration at 25°C for SDS/ D_2O ($\bullet$) and SDS/P2800 (0.2 wt%)/ D_2O (ξ).

Fig. S3: SDS free fraction (p_f) as a function of SDS concentration using equation 3 of reference 31, for SDS/P2800 (0.2 wt%)/ D_2O system at 25°C .

Fig. S4: Variable-concentration proton spin-lattice relaxation rate (R_1) data of PPO- CH_3 , PEO- CH_2 , $\alpha\text{-CH}_2$ of SDS/P2800 (0.2 wt%)/ D_2O at 25°C .

Fig. S5: ^1H NMR spectra of various temperatures for SDS(97 mM)/P2800 (10 wt%)/ D_2O , showing (a) 25°C , (b) 28°C , (c) 32°C , (d) 36°C , (e) 40°C , (f) 44°C , (g) 48°C , (h) 52°C , (i) 56°C and (j) 60°C .

Fig. S6: ^1H chemical shift data of (A) EO methylene and (B) PO methyl groups against temperature, for SDS (97 mM)/P2800 (10 wt%)/ D_2O system.

Fig. S7: ^{13}C chemical shift data of (A) EO methylene and (B) PO methyl groups against temperature, for SDS (97 mM)/P2800 (10 wt%)/ D_2O system.

Fig. S8: Activation energies obtained from variable temperature ^1H R_1 data of (A) PO methyl group and (B) SDS methyl, for SDS (97 mM)/P2800 (10 wt%)/ D_2O system. The solid line represents the best Arrhenius fit of the experimental data.

Table S1 Viscosity data for SDS/P2800 (0.2 wt%)/H₂O as a function of SDS at 25 °C.

Table S2 Proton spin-lattice relaxation rates (R_1) (in s^{-1}) of SDS in the absence and presence of the polymer P2800 (fixed at 0.2 wt%) (at 25 °C).

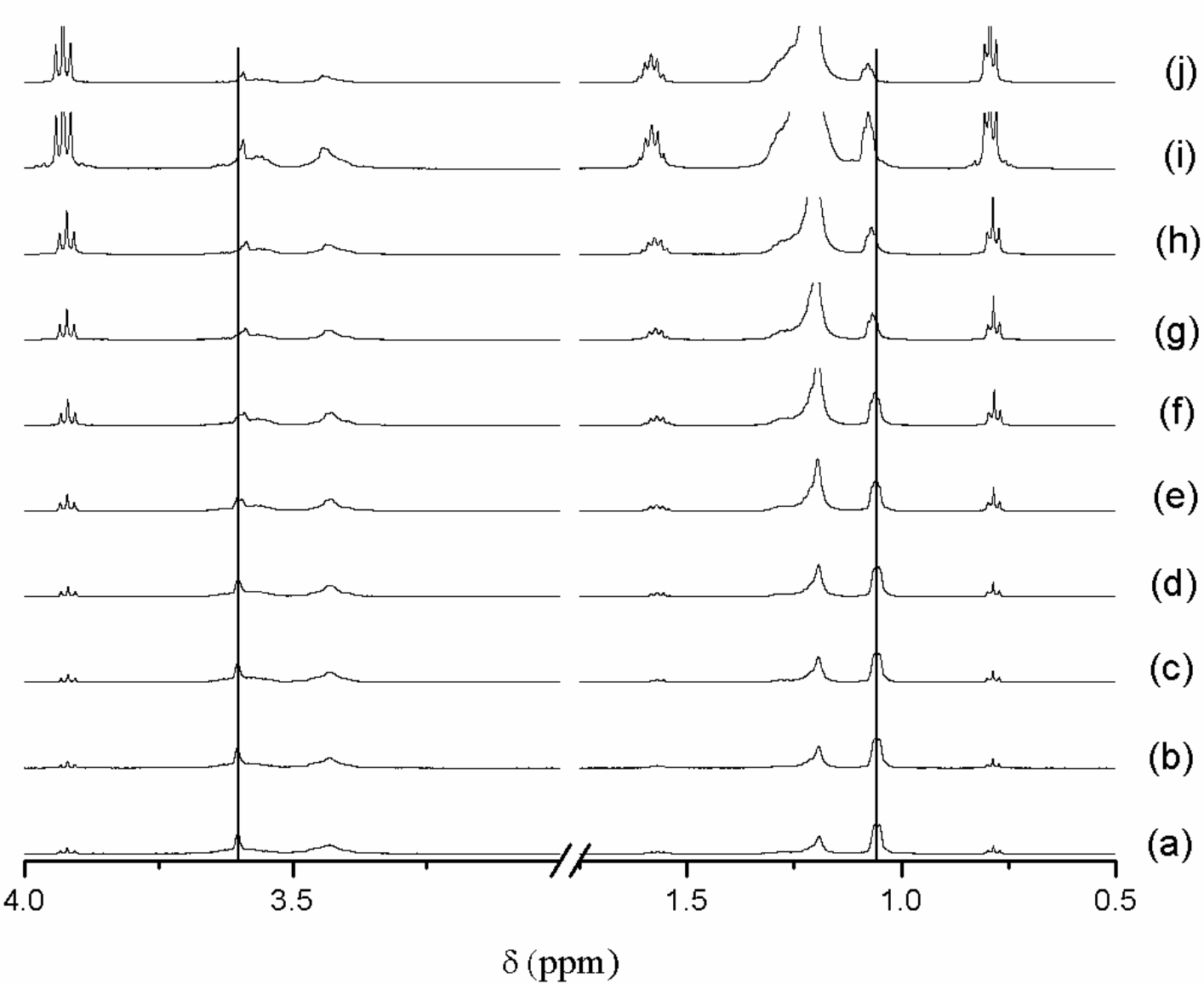


Fig. S1

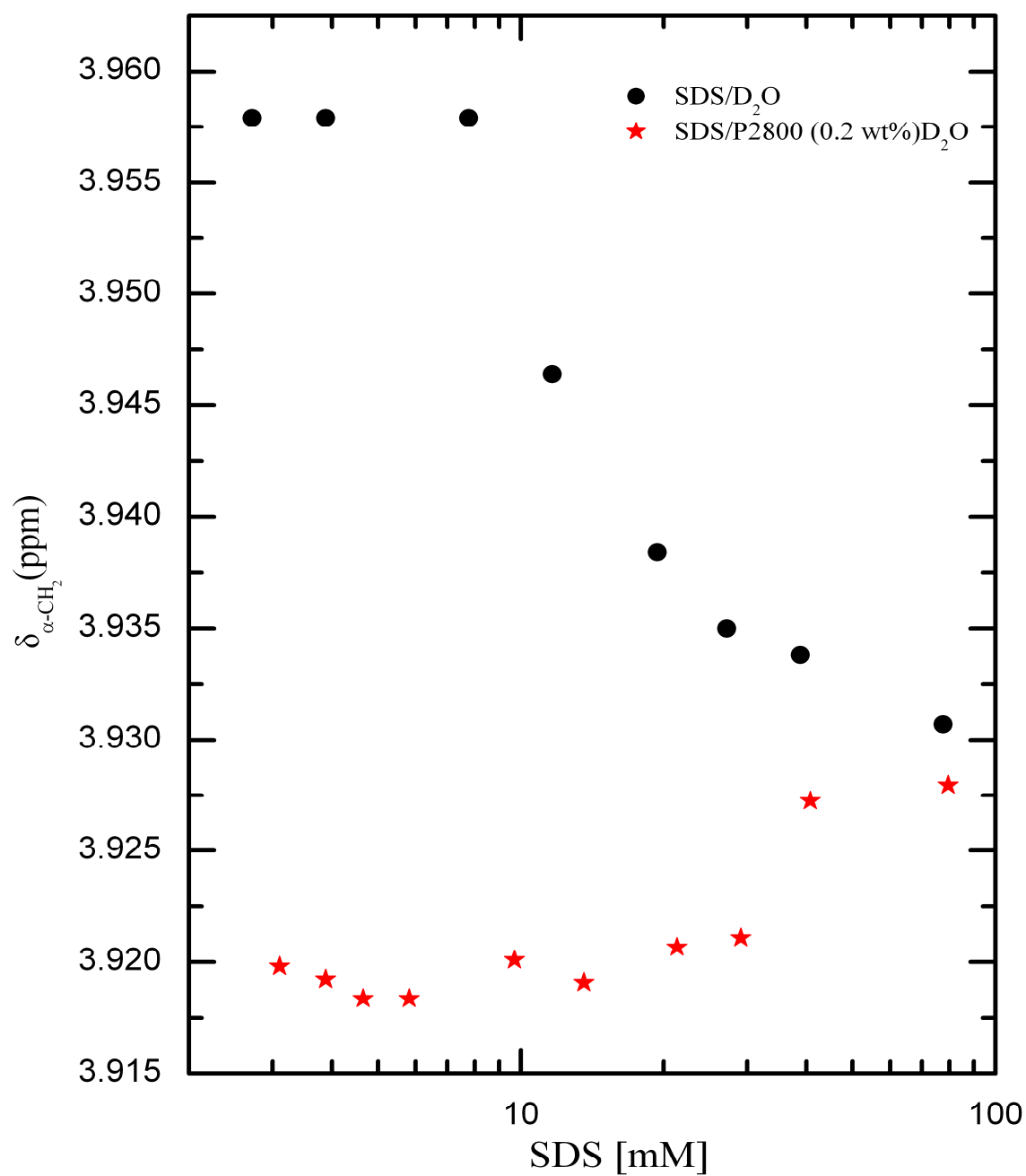


Fig. S2

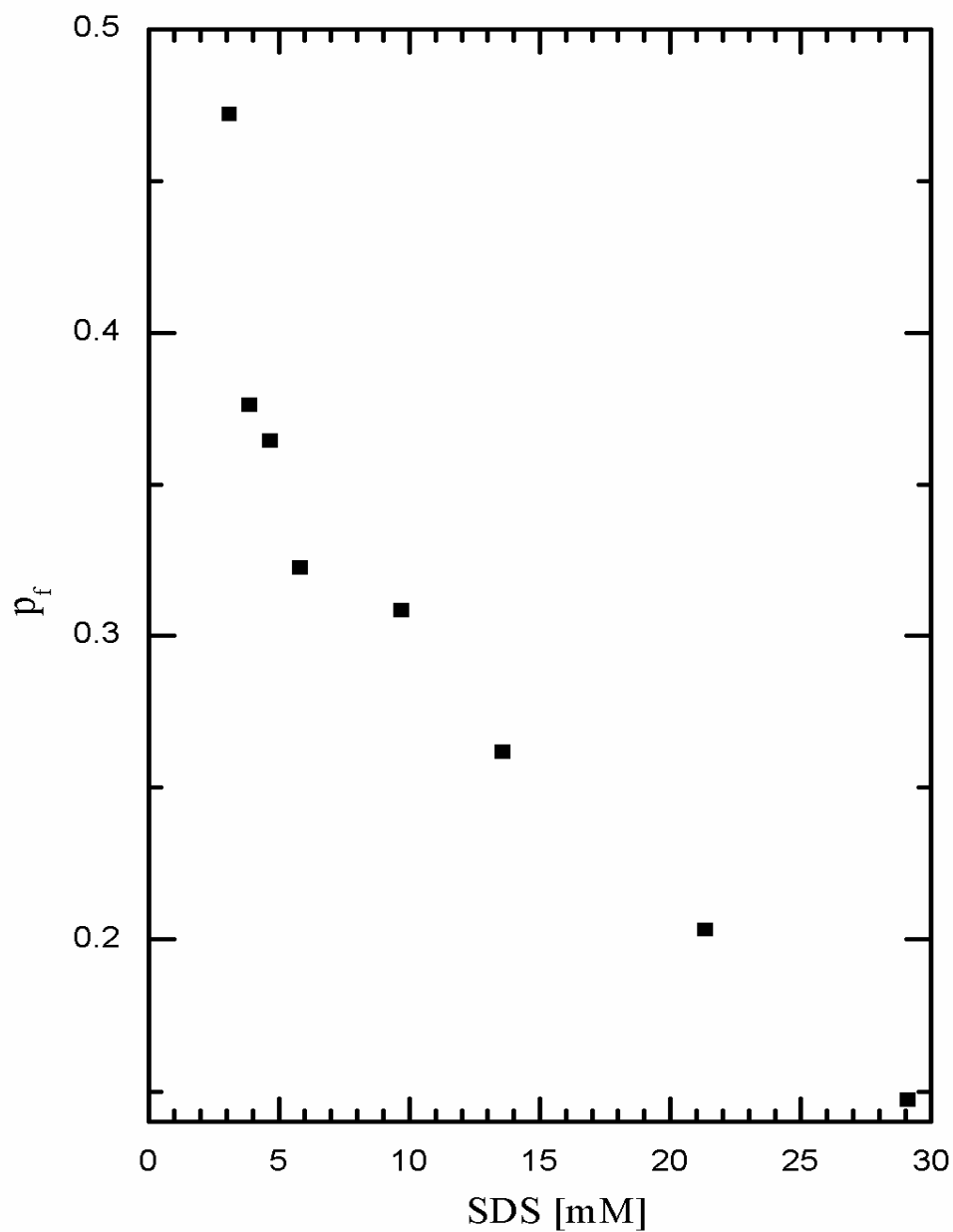


Fig. S3

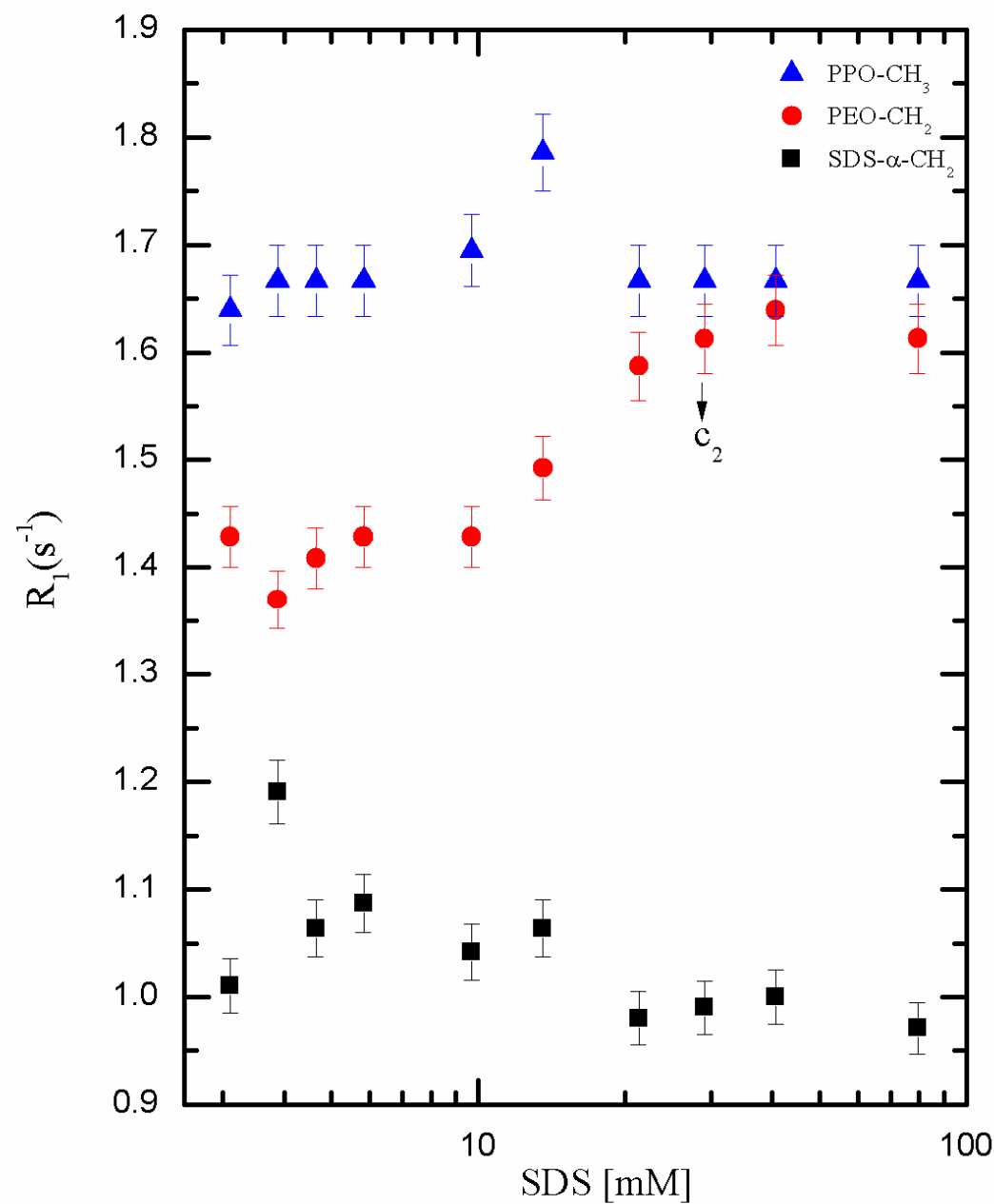


Fig. S4

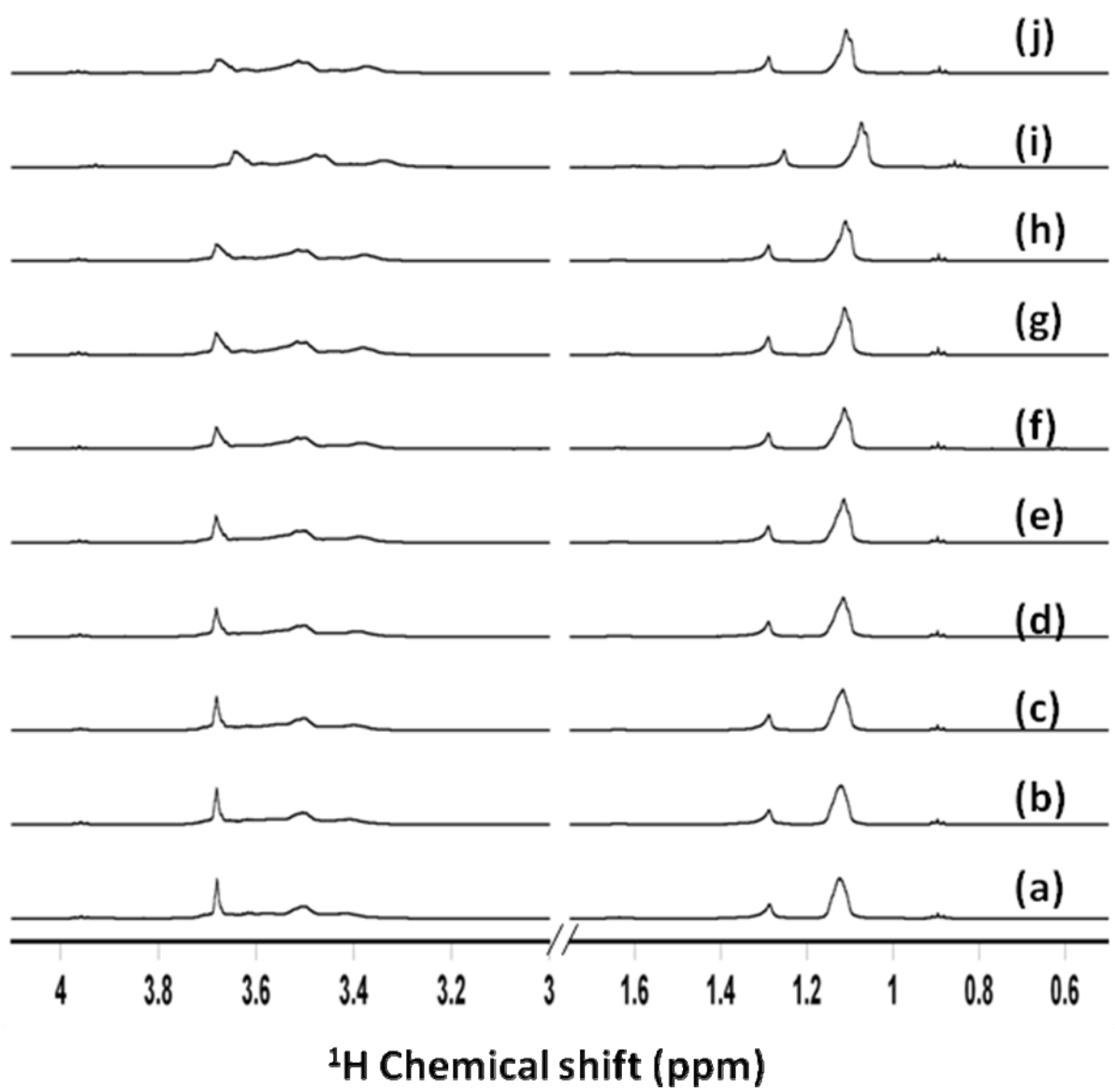


Fig. S5

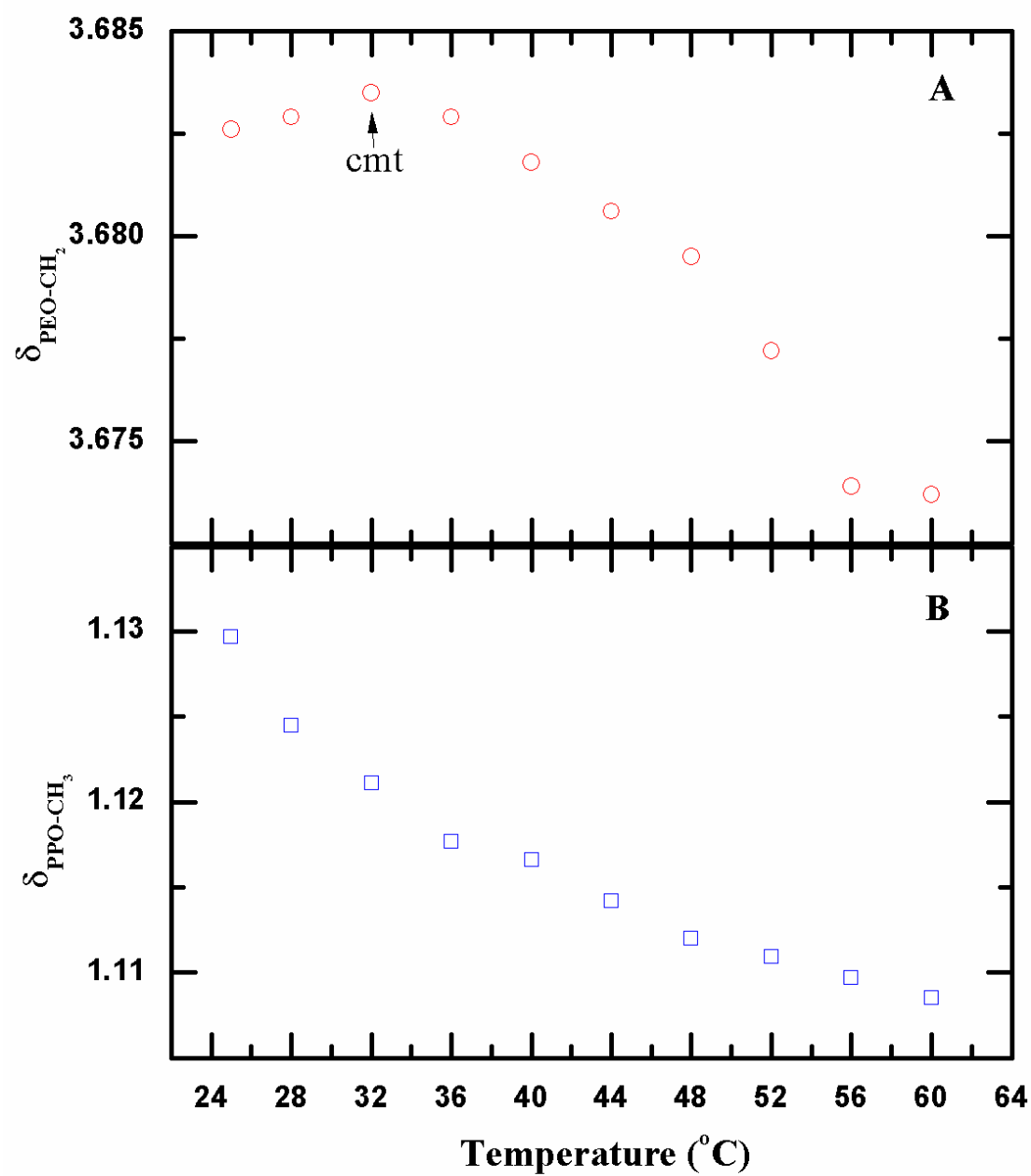


Fig. S6

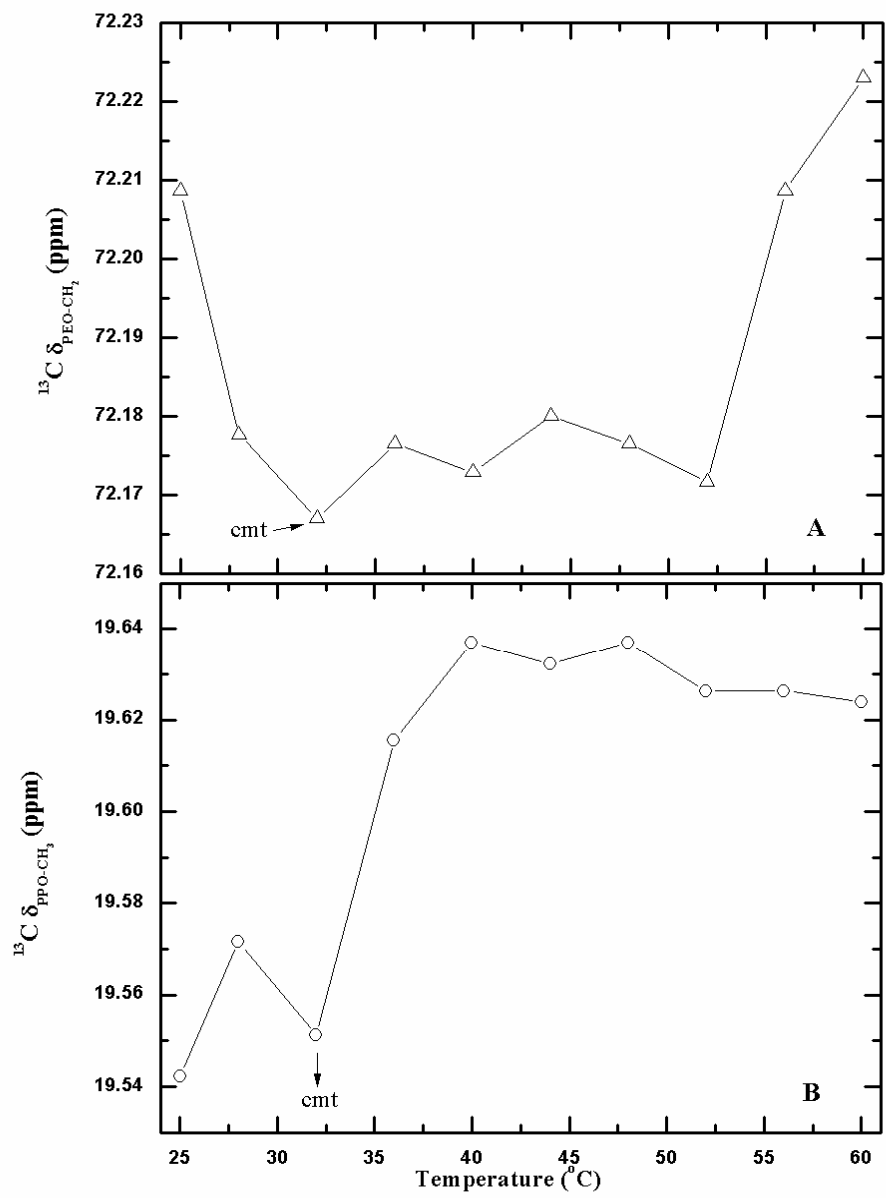


Fig. S7

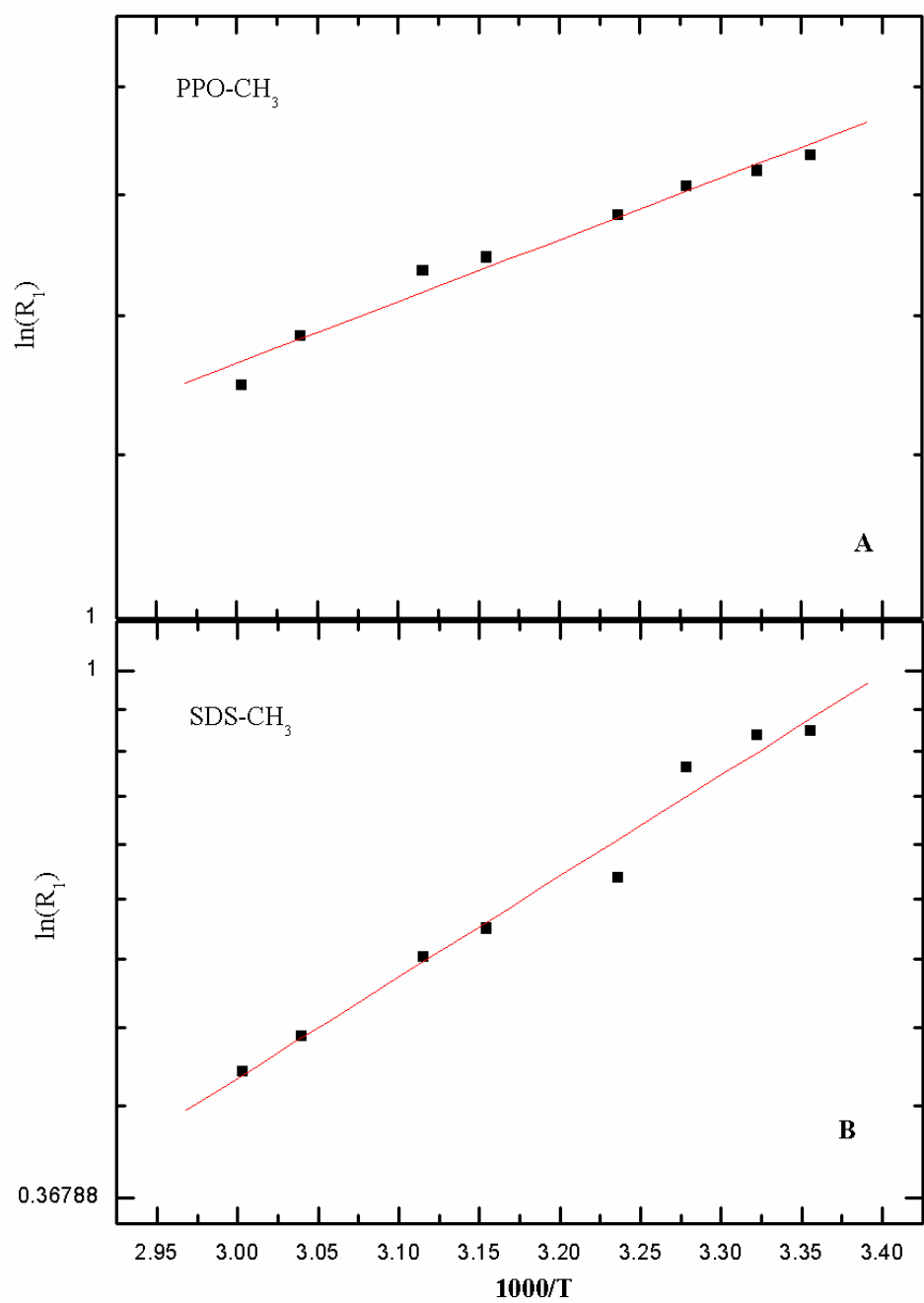


Fig. S8

Table S1 Viscosity[†] data for SDS/P2800 (0.2 wt%)/H₂O as a function of SDS at 25°C.

SDS (mM)	Viscosity at 25°C in H ₂ O (cPs ⁻¹)
2.776	1.069
3.47	0.962
4.164	0.961
5.205	0.975
8.675	0.972
12.145	0.98
19.085	0.967
26.025	1.004
36.435	1.063
71.135	1.168

[†] The viscosity data is collected using VISCOLab 3000 (Cambridge Viscosity) in CLRI, Chennai.

Table S2 Proton spin-lattice relaxation rates (R_1) (in s^{-1}) of SDS in the absence and presence of the polymer P2800 (fixed at 0.2 wt%) (at 25°C).

[SDS] (mM)	Pure SDS (α -CH ₂)	SDS + Polymer (α -CH ₂)	Pure SDS (β -CH ₂)	SDS + Polymer (β -CH ₂)	Pure SDS (CH ₂) _n	SDS + Polymer (CH ₂) _n	Pure SDS (CH ₃)	SDS + Polymer (CH ₃)
3.88	0.68	1.16	0.87	1.45	0.81	1.27	0.35	0.73
11.64	0.82	1.15	1.01	1.39	0.96	1.28	0.50	0.65
38.8	0.91	1.04	1.24	1.32	1.15	1.24	0.65	0.65
77.6	0.89	0.98	1.14	1.24	1.12	1.25	0.63	0.73