## Supporting information

# Deuteration of Heptamethne Cyanine Dyes Enhances Their Emission Efficacy 

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## Materials and Methods

Reagents and solvents of the highest purity available were used as purchased, or they were purified/dried using standard methods when necessary. The intermediates were synthesized according to the published procedures $\left(\mathbf{1 0}^{1}, \mathbf{1 1}^{2}, \mathbf{1 2}^{3}, \mathbf{1 3}^{4,5}\right)$ or purchased $(\mathbf{4 H})$ from standard suppliers (Merck, TCI, Across Organics, etc.).
Flash column chromatography was performed using silica gel (230-400 mesh). ${ }^{1} \mathrm{H}$ NMR spectra were recorded on 400 or 500 MHz spectrometers; ${ }^{13} \mathrm{C}$ NMR spectra were obtained on 125 MHz instruments in $\mathrm{CDCl}_{3}, \mathrm{CD}_{3} \mathrm{OD}$, and $d_{6}$-DMSO. ${ }^{19} \mathrm{~F}$ NMR were obtained on 376 MHz or 470 MHz instruments. ${ }^{1} \mathrm{H}$ chemical shifts are reported in ppm relative to $\mathrm{CDCl}_{3}(\delta=$ $7.26 \mathrm{ppm}), \mathrm{CD}_{3} \mathrm{OD}(\delta=3.31 \mathrm{ppm})$ and $d_{6}-\mathrm{DMSO}(\delta=2.50 \mathrm{ppm})$ as an internal reference. ${ }^{13} \mathrm{C}$ chemical shifts are reported in ppm with $\mathrm{CDCl}_{3}(\delta=77.67 \mathrm{ppm}), \mathrm{CD}_{3} \mathrm{OD}(\delta=49.30 \mathrm{ppm})$ and $d_{6}$-DMSO ( $\left.\delta=39.52 \mathrm{ppm}\right)$ as internal references. ${ }^{2} \mathrm{H}$ NMR spectra were measured using nondeuterated solvents with addition of $5 \mu \mathrm{~L}$ of respective deuterated solvent to allow locking of a sample. Deuterated solvents were kept under nitrogen atmosphere. HRMS of the synthesized compounds was obtained using a triple quadrupole electrospray ionization mass spectrometer in a positive or negative mode coupled with direct inlet. The relative ratio of $d_{5}: d_{6}: d_{7}$ for the final cyanines 1-4D was calculated from isotope pattern of the molecular peak detected by HRMS.

## Steady-State Absorption and Emission Spectroscopy

Absorption spectra and molar absorption coefficients were obtained on a UV-vis spectrometer with matched 1.0 cm quartz cells in $\mathrm{CH}_{2} \mathrm{Cl}_{2}(\mathbf{1 - 3})$ or $\mathrm{MeOH}(\mathbf{4})$, with constant amount $0.4 \%$ of DMSO. Fluorescence spectra were measured using a fluorescence spectrometer in a 1.0 cm quartz fluorescence cuvette at $20^{\circ} \mathrm{C}$ in $\mathrm{CH}_{2} \mathrm{Cl}_{2}$. The sample concentrations were adjusted to keep the absorbance below $\sim 0.2$ at the corresponding excitation wavelength. Each sample was measured five times, and the spectra were averaged. Emission spectra were normalized and corrected by the photomultiplier sensitivity function using correction files supplied by the manufacturer.

Quantum yields of fluorescence were measured in $\mathrm{CH}_{2} \mathrm{Cl}_{2}$ against the reference using the relative method. For compounds $\mathbf{1}$ and 2, IR-1061 was used as a reference standard ( $\Phi_{F}=$ $0.32 \%{ }^{6}$ in $\mathrm{CH}_{2} \mathrm{Cl}_{2}$ ). For compounds $\mathbf{3}$ and $\mathbf{4}$ dye $\mathbf{4 H}$ (ICG) was used as a reference standard ( $\Phi_{F}$ $=12 \%^{7}$ in methanol), and the calculations were done using eq. bellow for correction of refractive indexes.

$$
\Phi_{\mathrm{S}}=\Phi_{\mathrm{R}}\left(\frac{\text { slope }_{\mathrm{S}}}{\text { slope }_{\mathrm{R}}}\right)\left(\frac{\mathrm{n}_{\mathrm{S}}}{\mathrm{n}_{\mathrm{R}}}\right)^{2}
$$

The subscripts $\mathrm{s}^{\text {and }} \mathrm{R}_{\mathrm{R}}$ refer to the sample and reference, respectively. $\Phi_{\mathrm{R}}$ is the known quantum yield of the reference standard, slope is the slope of integrated fluorescence spectrum intensity plotted against absorbance A of the solution at the excitation wavelength $\left(\lambda_{\mathrm{ex}}\right)$, and n is the refractive index of the solvent, using values $\mathrm{n}_{\mathrm{S}}=1.4244$ for $\mathrm{CH}_{2} \mathrm{Cl}_{2}$ and $\mathrm{n}_{\mathrm{R}}=1.4793$ for methanol. Each compound was measured using 15 independent solutions with absorbance in a range $0.02-0.2$ at a respective excitation wavelength and compared to reference sample measured under the same settings using 10-15 independent solutions with absorbance in a range $0.02-0.2$. Error calculation of the quantum yield was propagated from the error in slope of both the reference and the unknown.

## Stability of 1 DD In the Dark and Under Irradiation

Compounds 1H and 1DD were dissolved in $\mathrm{CH}_{2} \mathrm{Cl}_{2}(\mathrm{~A}=1$ at 988 nm$)$ and irradiated with LEDs at $820 \mathrm{~nm}\left(\sim 25 \mathrm{~mW} / \mathrm{cm}^{2}\right)$ and the progress of the irradiation was monitored at periodic intervals ( 10 min for irradiated, 30 min for the experiment in the dark) by UV-vis spectrometry. The stability of $\mathbf{1 H}$ and 1DD in the dark was recorded using the same procedure with exclusion of the irradiation source.

## Time-Resolved Emission Spectroscopy

Time-correlated single photon counting was employed for the time resolved emission measurement of 1-4D in solution (DCM). A 780 nm pulsed diode laser (PicoQuant LDH-P-C780) with a repetition rate of 80 MHz was used as the excitation source. An epifluorescent configuration was used to collect emission with a 650 long pass dichroic mirror (Thorlabs DMLP650R). The laser was filtered using 830 nm longpass filter (Newport Optics 10CGA830). The emission was fiber coupled into reflective collimators(Thorlabs RC12FC-P01) and detected using superconducting nanowire single-photon detectors (Quantum Opus Opus One). A timing module recorded all photon events (Picoquant HydraHarp 400) in time-tagged timeresolved mode.

Given the short lifetimes of these dye, lifetimes were fit using a single exponential with an offset from the peak maximum based on the Gaussian instrument response function ( 46 ps for all but 1DD and 17 ps for 1DD) (Figure S1). A overlay of 4H and 4D is provided to show the


Figure S1: Time correlated photon counts of IRF (grey) and dye (black) and fits (red) of 1H (A), 1D (B), 1DD (C) $\mathbf{2 H}(\mathrm{D}), \mathbf{2 H}(\mathrm{E}), \mathbf{3 H}(\mathrm{F}), \mathbf{3 D}(\mathrm{G}), \mathbf{4 H}(\mathrm{H})$, and 4D (I).


Figure S2: Comparison of the TCSPC lifetime trace of dye 4H and 4D to show that deuteration increases lifetime.

Table S2. Values of R-squared for the fits in Figure S1

| TSCPC trace | R-squared |
| :---: | :---: |
| IRF (single gaussian) | 0.9901 |
| IRF 1DD (single gaussian) | 0.9928 |
| 1H | 0.9818 |
| 1D | 0.9976 |
| 1DD | 0.9981 |
| 2H | 0.9753 |
| 2D | 0.9745 |
| 3H | 0.9974 |
| 3D | 0.9976 |
| 4H | 0.9993 |
| 4D | 0.9993 |

## Synthesis of the Intermediates and Cyanines 1-4D and 1-3H.





Structures of the studied molecules and the terminal heterocycles:





2 H


3H


DNP


10


11




13

## 4-(Bis(methyl- $\boldsymbol{d}_{3}$ )amino)phenol (7).

A mixture of 4 -aminophenol (14) $(3.01 \mathrm{~g}, 27.0 \mathrm{mmol})$ and $\mathrm{CD}_{3} \mathrm{I}(2.7 \mathrm{~mL}$, $43.2 \mathrm{mmol})$ was heated in DMF $(20 \mathrm{~mL})$ in the presence of $\mathrm{K}_{2} \mathrm{CO}_{3}(5.97 \mathrm{~g}$, 43.2 mmol ) in a pressure tube at $100^{\circ} \mathrm{C}$ for 5 h . The reaction mixture was then cooled down to room temperature and stirred for 12 h . The precipitate
 was filtered off and the filtrate was concentrated under reduced pressure. The solid residue after filtration was dissolved in water $(50 \mathrm{~mL})$, neutralized with conc. $\mathrm{HCl}(32 \%)$ and extracted with EtOAc $(3 \times 50 \mathrm{~mL})$. The evaporated filtrate was dissolved in EtOAc and extracted with $\mathrm{H}_{2} \mathrm{O}$ $(3 \times 75 \mathrm{~mL})$. Organic part was combined with the extraction above, dried with $\mathrm{MgSO}_{4}$, filtered, and the solvent was removed under reduced pressure. The resulting oily mixture was purified by column chromatography $\left(\mathrm{SiO}_{2}\right.$, pentane/EtOAc gradient $\left.6: 1-5: 1\right)$ providing phenol 7. Yield: $2.37 \mathrm{~g}(61 \%)$. White solid. M.p. $97.4-98.1^{\circ} \mathrm{C} .{ }^{1} \mathrm{H} \operatorname{NMR}\left(500 \mathrm{MHz}, \mathrm{CDCl}_{3}\right) \delta(\mathrm{ppm}) 7.1$ $\left(\mathrm{dd}, J_{1}=8.1, J_{2}=8.1 \mathrm{~Hz}, 1 \mathrm{H}\right), 6.41-6.18(\mathrm{~m}, 3 \mathrm{H}), 5.10(\mathrm{brs}, 1 \mathrm{H}) .{ }^{2} \mathrm{H}$ NMR $\left(92 \mathrm{MHz}, \mathrm{CDCl}_{3}\right)$ $\delta(\mathrm{ppm}) 2.89(\mathrm{~s}, 6 \mathrm{H}) .{ }^{13} \mathrm{C}$ NMR ( $126 \mathrm{MHz}, \mathrm{CDCl}_{3}$ ) $\delta(\mathrm{ppm}) 156.8,151.7,130.2,105.9,104.8$, 100.4, 40.3 (sep, $J=22 \mathrm{~Hz}) .{ }^{13} \mathrm{C}\left\{{ }^{2} \mathrm{H}\right\} \mathrm{NMR}\left(151 \mathrm{MHz}, \mathrm{CDCl}_{3}\right) \delta(\mathrm{ppm}) 156.7,152.0,130.2$ $(\mathrm{d}, J=158 \mathrm{~Hz}), 105.7(\mathrm{~d}, J=160 \mathrm{~Hz}), 104.3(\mathrm{~d}, J=159 \mathrm{~Hz}), 100.1(\mathrm{~d}, J=156 \mathrm{~Hz}), 40.1$. HRMS (ESI+) calcd. for $\left[\mathrm{C}_{8} \mathrm{H}_{6} \mathrm{D}_{6} \mathrm{NO}^{+}\right]$144.1290, found 144.1285.

6-(Bis(methyl- $d_{3}$ )amino)-2-phenyl-4H-chromen-4-one (8).
4-(Bis(methyl- $d_{3}$ )amino)phenol (7) ( $1.2 \mathrm{~g}, 8.38 \mathrm{mmol}$ ) and ethyl benzoylacetate ( $2.5 \mathrm{~mL}, 14.7 \mathrm{mmol}$ ) were combined in a 50 mL ovendried flask equipped with an oven-dried reflux condenser and heated neat to $180^{\circ} \mathrm{C}$ for 24 h . The solution was cooled down to room
 temperature, evaporated with Celite and purified by column chromatography $\left(\mathrm{SiO}_{2}\right.$, pentane/AcOEt gradient $\left.6: 1-1: 1\right)$ to afford flavone 8 . Yield: 0.98 g ( $43 \%$ ). Brown solid. M.p. $159.2-159.6^{\circ} \mathrm{C} .{ }^{1} \mathrm{H} \operatorname{NMR}\left(500 \mathrm{MHz}, \mathrm{CDCl}_{3}\right) \delta(\mathrm{ppm}) 8.05(\mathrm{~d}, J=$ $9.0 \mathrm{~Hz}, 1 \mathrm{H}), 7.99-7.86(\mathrm{~m}, 2 \mathrm{H}), 7.56-7.47(\mathrm{~m}, 3 \mathrm{H}), 6.93-6.71(\mathrm{~m}, 2 \mathrm{H}), 6.61(\mathrm{~s}, 1 \mathrm{H}) .{ }^{2} \mathrm{H}$ NMR $\left(92 \mathrm{MHz}, \mathrm{CDCl}_{3}\right) \delta(\mathrm{ppm}) 3.09(\mathrm{~s}, 6 \mathrm{H}) .{ }^{13} \mathrm{C} \mathrm{NMR}\left(126 \mathrm{MHz}, \mathrm{CDCl}_{3}\right) \delta(\mathrm{ppm}) 177.6,162.7$, $158.6,154.4,132.2,131.3,129.0,126.7,126.2,113.3,111.1,106.9,97.2,39.4(\mathrm{sep}, J=21 \mathrm{~Hz})$. ${ }^{13} \mathrm{C}\left\{{ }^{2} \mathrm{H}\right\} \operatorname{NMR}\left(151 \mathrm{MHz}, \mathrm{CDCl}_{3}\right) \delta(\mathrm{ppm}) 132.3,131.3\left(\mathrm{dt}, J_{1}=162, J_{2}=7.6 \mathrm{~Hz}\right), 129.1(\mathrm{~d}$, $J=153 \mathrm{~Hz}), 126.8(\mathrm{~d}, J=164 \mathrm{~Hz}), 126.3\left(\mathrm{dd}, J_{1}=161, J_{2}=6.5 \mathrm{~Hz}\right), 113.5,111.2(\mathrm{~d}, J=158$ $\mathrm{Hz}), 107.1(\mathrm{~d}, J=166 \mathrm{~Hz}), 97.2\left(\mathrm{dd}, J_{1}=160, J_{2}=5.2 \mathrm{~Hz}\right), 39.6$. HRMS (ESI+) calcd. for $\left[\mathrm{C}_{17} \mathrm{H}_{10} \mathrm{D}_{6} \mathrm{NO}_{2}^{+}\right] 272.1552$, found 272.1542.

## 6-(Bis(methyl- $d_{3}$ )amino)-4-methyl-2-phenylchromenylium tetrafluoroborate (9).

Flavone 8 ( $336 \mathrm{mg}, 1.24 \mathrm{mmol}$ ) was dissolved in anhydrous THF $(17 \mathrm{~mL})$, cooled to $0^{\circ} \mathrm{C}$ in an ice bath, and $\operatorname{MeMgBr}(1.2 \mathrm{~mL}, 2.5 \mathrm{M}$ in $\mathrm{Et}_{2} \mathrm{O}, 3 \mathrm{mmol}$ ) was added dropwise. The reaction was left to warm up to room temperature and stirred for 25 h . The reaction was then quenched with $\mathrm{HBF}_{4}(6 \mathrm{~mL}, 5 \%, 4.8 \mathrm{mmol}), \mathrm{H}_{2} \mathrm{O}(50 \mathrm{~mL})$ was added,
 and the mixture was extracted with $\mathrm{CH}_{2} \mathrm{Cl}_{2}(3 \times 100 \mathrm{~mL})$ dried over $\mathrm{MgSO}_{4}$, filtered, and evaporated. The crude product was purified by trituration with hot $\mathrm{AcOEt}(70 \mathrm{~mL})$, filtered and washed with $\mathrm{Et}_{2} \mathrm{O}(3 \times 40 \mathrm{~mL})$ providing flavylium 9. Yield: $337 \mathrm{mg}(69 \%)$. Dark red solid. M.p. $256-256.5^{\circ} \mathrm{C}$ (decomp.). ${ }^{1} \mathrm{H}$ NMR ( 500 MHz , DMSO- $d_{6}$ ) $\delta(\mathrm{ppm}) 8.36(\mathrm{~d}, J=7.7 \mathrm{~Hz}$, $2 \mathrm{H}), 8.24-8.20(\mathrm{~m}, 2 \mathrm{H}), 7.80-7.74(\mathrm{~m}, 1 \mathrm{H}), 7.75-7.68(\mathrm{~m}, 2 \mathrm{H}), 7.51\left(\mathrm{dd}, J_{1}=9.6, J_{2}=2.6 \mathrm{~Hz}\right.$, $1 \mathrm{H}), 7.34(\mathrm{~d}, J=2.5 \mathrm{~Hz}, 1 \mathrm{H}), 2.89(\mathrm{~s}, 3 \mathrm{H}) .{ }^{2} \mathrm{H}$ NMR ( $\left.92 \mathrm{MHz}, \mathrm{DMSO}-d_{6}\right) \delta(\mathrm{ppm}) 3.30(\mathrm{~s}, 6 \mathrm{H})$. ${ }^{13} \mathrm{C}$ NMR ( $126 \mathrm{MHz}, \mathrm{DMSO}-d_{6}$ ) $\delta(\mathrm{ppm}) 164.7,164.3,158.8,158.1,134.6,130.2,130.0,129.4$, 128.2, 118.7, 118.1, 112.5, 96.5, 20.1. ${ }^{13} \mathrm{C}\left\{{ }^{2} \mathrm{H}\right\}$ NMR (151 MHz, DMSO- $d_{6}$ ) $\delta(\mathrm{ppm}) 164.2$, $163.8,158.3(\mathrm{~d}, J=5.4 \mathrm{~Hz}), 157.9\left(\mathrm{dd}, J_{1}=97, J_{2}=8.4 \mathrm{~Hz}\right), 134.1(\mathrm{~d}, J=163 \mathrm{~Hz}), 129.8(\mathrm{~d}, J$ $=164 \mathrm{~Hz}), 129.7(\mathrm{~d}, J=163 \mathrm{~Hz}), 128.9(\mathrm{~d}, J=166 \mathrm{~Hz}), 127.7(\mathrm{~d}, J=163 \mathrm{~Hz}), 118.8,118.2(\mathrm{~d}$,
$J=166 \mathrm{~Hz}), 112.0\left(\mathrm{dd}, J_{1}=173, J_{2}=5.1 \mathrm{~Hz}\right), 96.1\left(\mathrm{dd}, J_{1}=167, J_{2}=5.0 \mathrm{~Hz}\right), 19.6(\mathrm{q}, J=133$
Hz ). HRMS (ESI+) calcd. for $\left[\mathrm{C}_{18} \mathrm{H}_{12} \mathrm{D}_{6} \mathrm{NO}^{+}\right] 270.1765$, found 270.1765.

## $N$-((1E,2E,4E)-5-(Phenylamino)penta-2,4-dien-1-ylidene-1,2,3,4,5- $d_{5}$ )benzenaminium chloride (6D).

Solution of pyridine- $d_{5}(1.16 \mathrm{~g}, 13.8 \mathrm{mmol})$ and 2,4dinitrophenyltosylate ( $5.13 \mathrm{~g}, 15.2 \mathrm{mmol}$ ) in $\mathrm{MeCN}(10 \mathrm{~mL})$ was stirred at $40^{\circ} \mathrm{C}$ for 18 h . AcOEt ( 40 mL ) was added to the reaction mixture and after stirring for 1 h , the precipitate was filtered off,
 washed with $\mathrm{Et}_{2} \mathrm{O}(3 \times 20 \mathrm{~mL})$, dried and the Zincke salt 5 formed in quantitative yield ( 5.81 g , 13.8 mmol ) as a white solid and was used in the next step without further purification. Aniline $(0.46 \mathrm{~g}, 4.9 \mathrm{mmol})$ in $\mathrm{CD}_{3} \mathrm{OD}\left(80 \%\right.$ in $\left.\mathrm{D}_{2} \mathrm{O}, 3 \mathrm{~mL}\right)$ was added dropwise into a solution of Zincke salt $5(1.02 \mathrm{~g}, 2.4 \mathrm{mmol})$ in $\mathrm{CD}_{3} \mathrm{OD}\left(90 \%\right.$ in $\left.\mathrm{D}_{2} \mathrm{O}, 3 \mathrm{~mL}\right)$ and stirred at room temperature for 2 h. The mixture was cooled in ice bath for 30 min , the precipitate was filtered off, washed with $\mathrm{Et}_{2} \mathrm{O}(15 \mathrm{~mL})$. The filtrate was filtered one more time. The combined solids were suspended in $i-\mathrm{PrOH}(5 \mathrm{~mL})$ containing conc. $\mathrm{HCl}(32 \%, 4 \mathrm{~mL})$ and MTBE $(25 \mathrm{~mL})$ was added. The precipitate was filtered off, washed with $\mathrm{Et}_{2} \mathrm{O} / i-\mathrm{PrOH}(15 \mathrm{~mL}, 30: 1), \mathrm{Et}_{2} \mathrm{O}(25 \mathrm{~mL})$ and dried to afford the intermediate 6D. Note: Even in solid state stored in freezer $\left(-20^{\circ} \mathrm{C}\right), \mathbf{6 D}$ undergoes slow shuffling of deuteria and protons on the nitrogen atoms over time, decreasing its deuteration degree, and it is advised to prepare it shortly before use. Yield: 400 mg ( $57 \%$ ). Red solid. M.p. $180-181^{\circ} \mathrm{C} .{ }^{1} \mathrm{H}$ NMR ( 600 MHz , DMSO- $d_{6}$ ) $\delta(\mathrm{ppm}) 12.19$ (s, 2H), 7.49-7.42 (m, 8 H ), 7.24-7.21 (m, 2H). ${ }^{2} \mathrm{H}$ NMR ( 61 MHz , DMSO- $d_{6}$ ) $\delta(\mathrm{ppm}) 9.18-8.27$ (m, 2D), 8.00-7.87 (m, 1D), 6.91-6.11 (m, 2D). ${ }^{13} \mathrm{C}$ NMR (151 MHz, DMSO- $d_{6}$ ) $\delta(\mathrm{ppm}) 138.8,129.8,125.6$, 117.6. ${ }^{13} \mathrm{C}\left\{{ }^{2} \mathrm{H}\right\}$ NMR ( 151 MHz, DMSO- $d_{6}$ ) $\delta(\mathrm{ppm}) 162.6,155.0,138.8,129.8$ (d, $J=161 \mathrm{~Hz}$ ), $125.6(\mathrm{~d}, J=162 \mathrm{~Hz}), 117.6(\mathrm{~d}, J=161 \mathrm{~Hz}), 108.9$. HRMS (ESI+) calcd. for $\left[\mathrm{C}_{17} \mathrm{H}_{12} \mathrm{D}_{5} \mathrm{~N}_{2}{ }^{+}\right]$ 254.1700, found 254.1698.

## General Procedure for the Synthesis of Cyanines 1H-DD.

Intermediate $\mathbf{6 H}$ or $\mathbf{6 D}$ ( 1 eq., 0.35 mmol ) was dissolved in anhydrous $\mathrm{MeCN}(4 \mathrm{~mL})$ under nitrogen atmosphere. DIPEA ( 3 eq., $136 \mathrm{mg}, 1.05 \mathrm{mmol}$ ) was added dropwise, and the mixture was cooled in an ice bath. $\mathrm{Ac}_{2} \mathrm{O}$ ( $5 \mathrm{eq} ., 0.16 \mathrm{~mL}, 1.75 \mathrm{mmol}$ ) was added dropwise, and the reaction mixture was stirred at room temperature for 45 min . The mixture was degassed ( 3 cycles of sonication + vacuum $/ \mathrm{N}_{2}$ overpressure, 1 min . each) and a degassed solution of heterocycle 9 or $\mathbf{1 0}$ ( $3 \mathrm{eq} ., 1.05 \mathrm{mmol}$; degassed again by 3 cycles) in $\mathrm{CD}_{3} \mathrm{OD} / \mathrm{MeCN}-d_{3}$ (for 1D, 1DD) or $\mathrm{CH}_{3} \mathrm{OH} / \mathrm{MeCN}$ (for $\mathbf{1}$ ) ( 8 mL ; 1:1) was added. The reaction mixture was carefully degassed again ( 3 cycles of sonication + vacuum $/ \mathrm{N}_{2}$ overpressure, 1 min . each). The reaction flask was covered in aluminum foil and stirred at room temperature for 20 h . The volatiles were evaporated under reduced pressure, the crude product was dissolved in $\mathrm{MeOH}(4 \mathrm{~mL})$ and added dropwise into stirred $\mathrm{Et}_{2} \mathrm{O}(25 \mathrm{~mL})$. The precipitate was filtered, washed with $\mathrm{H}_{2} \mathrm{O}(10$ $\mathrm{mL})$ and $\mathrm{Et}_{2} \mathrm{O}(10 \mathrm{~mL})$. The resulting solid was purified by column chromatography $\left(\mathrm{SiO}_{2}\right.$, $\mathrm{CH}_{2} \mathrm{Cl}_{2} / \mathrm{EtOH}$ gradient 200:1-50:1 or $\mathrm{CH}_{2} \mathrm{Cl}_{2} / \mathrm{MeOH}$ gradient 200:1-100:1) to afford the target cyanines.

7-(Diethylamino)-4-((1E,3E,5E)-7-((E)-7-(diethylamino)-2-phenyl-4H-chromen-4-ylidene)hepta-1,3,5-trien-1-yl)-2-phenylchromenylium tetrafluoroborate ( $\mathbf{1 H}$ ).
Prepared according to the general procedure from intermediate $\mathbf{6 H}(105 \mathrm{mg}, 0.35 \mathrm{mmol})$ and heterocycle $\mathbf{1 0}$ ( $398 \mathrm{mg}, 1.05 \mathrm{mmol}$ ) in $\mathrm{CH}_{3} \mathrm{OH} / \mathrm{MeCN}(8 \mathrm{~mL} ; 1: 1)$. Purified by column chromatography $\left(\mathrm{SiO}_{2}, \mathrm{CH}_{2} \mathrm{Cl}_{2} / \mathrm{EtOH}\right.$ gradient 200:1-50:1). Yield: $187 \mathrm{mg}(73 \%)$. Purple solid. M.p. $180.3-180.5^{\circ} \mathrm{C}$ (decomp.). ${ }^{1} \mathrm{H}$ NMR ( 400 MHz , DMSO- $d_{6}$ ) $\delta(\mathrm{ppm}) 8.25-8.13(\mathrm{~m}, 6 \mathrm{H}), 8.03(\mathrm{~d}, J=9.3 \mathrm{~Hz}$,
 2H), 7.84 ( $\mathrm{s}, 2 \mathrm{H}$ ), $7.65-7.59(\mathrm{~m}, 6 \mathrm{H}), 7.44-7.33(\mathrm{~m}, 1 \mathrm{H}), 7.12(\mathrm{~d}, J=13.3 \mathrm{~Hz}, 2 \mathrm{H}), 7.01$ (dd, $\left.J_{1}=9.4, J_{2}=2.5 \mathrm{~Hz}, 2 \mathrm{H}\right), 6.89(\mathrm{~d}, J=2.5 \mathrm{~Hz}, 2 \mathrm{H}), 6.84-6.73(\mathrm{~m}, 2 \mathrm{H}), 3.56(\mathrm{q}, J=7.1 \mathrm{~Hz}, 8 \mathrm{H})$, $1.20(\mathrm{t}, J=7.0 \mathrm{~Hz}, 12 \mathrm{H}) .{ }^{13} \mathrm{C}$ NMR ( 126 MHz, DMSO- $d_{6}$ ) $\delta(\mathrm{ppm}) 156.3,156.2,152.6,146.9$, 144.4, 131.9, 131.8, 129.7, 129.5, 126.6, 126.5, 116.4, 113.5, 111.4, 102.3, 97.6, 44.9, 13.0. HRMS (ESI+) calcd. for $\left[\mathrm{C}_{45} \mathrm{H}_{45} \mathrm{~N}_{2} \mathrm{O}_{2}{ }^{+}\right]$645.3481, found 645.3483.

## 7-(Diethylamino)-4-(( $1 E, 3 E, 5 E)$-7-( $(E)$-7-(diethylamino)-2-phenyl-4H-chromen-4-ylidene)hepta-1,3,5-trien-1-yl-1,2,3,4,5,6,7- $d_{7}$ )-2-phenylchromenylium tetrafluoroborate (1D).

Prepared according to the general procedure from intermediate 6D ( $107 \mathrm{mg}, 0.35 \mathrm{mmol}$ ) and heterocycle 10 ( $398 \mathrm{mg}, 1.05 \mathrm{mmol}$ ) in $\mathrm{CD}_{3} \mathrm{OD} / \mathrm{MeCN}-d_{3}(8 \mathrm{~mL} ; 1: 1)$ as a mixture of $d_{7}: d_{6}: d_{5}-42: 32: 26$. Purified by column chromatography ( $\mathrm{SiO}_{2}, \mathrm{CH}_{2} \mathrm{Cl}_{2} / \mathrm{MeOH}$ gradient 200:1100:1). Yield: 130 mg ( $54 \%$ ). Purple solid. M.p. 152$153^{\circ} \mathrm{C} .{ }^{1} \mathrm{H}$ NMR ( 600 MHz , DMSO- $d_{6}$ ) $\delta(\mathrm{ppm}) 8.27-8.11$
 $(\mathrm{m}, 4 \mathrm{H}), 8.06-7.89(\mathrm{~m}, 2 \mathrm{H}), 7.81-7.70(\mathrm{~m}, 2 \mathrm{H}), 7.66-7.55(\mathrm{~m}, 6 \mathrm{H}), 7.06(\mathrm{~s}, 1 \mathrm{H}), 7.00-6.92(\mathrm{~m}$, $2 \mathrm{H}), 6.87-6.80(\mathrm{~m}, 2 \mathrm{H}), 3.54(\mathrm{q}, J=7.3 \mathrm{~Hz}, 8 \mathrm{H}), 1.20(\mathrm{t}, J=7.1 \mathrm{~Hz}, 12 \mathrm{H}) .{ }^{2} \mathrm{H}$ NMR ( 92 MHz , $\left.\mathrm{MeCN}-d_{3}\right) \delta(\mathrm{ppm}) 8.33-7.33(\mathrm{~m}, 2 \mathrm{H}), 7.41-6.14(\mathrm{~m}, 5 \mathrm{H}) .{ }^{13} \mathrm{C}$ NMR ( 126 MHz , DMSO- $d_{6}$ ) $\delta$ (ppm) 155.8, 152.1, 131.4, 131.4, 129.1, 126.2, 126.0, 113.1, 110.9, 101.9, 97.1, 44.5, 12.5. ${ }^{13} \mathrm{C}\left\{{ }^{2} \mathrm{H}\right\}$ NMR ( 151 MHz , DMSO- $d_{6}$ ) $\delta(\mathrm{ppm}) 156.2,152.5,150.1,146.4,144.3,131.9(\mathrm{~d}, J=$ 163 Hz ), 131.8, 130.1129 .5 (d, $J=158 \mathrm{~Hz}), 129.2,126.6(\mathrm{~d}, J=161 \mathrm{~Hz}), 126.4(\mathrm{~d}, J=160$ $\mathrm{Hz}), 116.8,116.0,113.5(\mathrm{~d}, J=162 \mathrm{~Hz}), 110.9,101.9(\mathrm{~d}, J=165 \mathrm{~Hz}), 97.1(\mathrm{~d}, J=163 \mathrm{~Hz})$, $44.5(\mathrm{t}, J=136 \mathrm{~Hz}), 12.5(\mathrm{q}, J=127 \mathrm{~Hz})$. HRMS (ESI+) calcd. for $\left[\mathrm{C}_{45} \mathrm{H}_{38} \mathrm{D}_{7} \mathrm{~N}_{2} \mathrm{O}_{2}{ }^{+}\right]$652.3920, found 652.3895.

7-(Bis(methyl- $\left.d_{3}\right)$ amino)-4-(( $\left.1 E, 3 E, 5 E\right)-7-\left((E)-7-\left(b i s\left(m e t h y l-d_{3}\right)\right.\right.$ amino $)-2-p h e n y l-4 H-$ chromen-4-ylidene)hepta-1,3,5-trien-1-yl-1,2,3,4,5,6,7- $d_{7}$ )-2-phenylchromenylium tetrafluoroborate (1DD).
Prepared according to the general procedure from intermediate 6D ( $107 \mathrm{mg}, 0.35 \mathrm{mmol})$ and heterocycle 9 ( $375 \mathrm{mg}, 1.05 \mathrm{mmol}$ ) in $\mathrm{CD}_{3} \mathrm{OD} / \mathrm{MeCN}-d_{3}(8 \mathrm{~mL} ; 1: 1)$ as a mixture of $d_{7}: d_{6}: d_{5}-11: 34: 55$. Purified by column chromatography ( $\mathrm{SiO}_{2}, \mathrm{CH}_{2} \mathrm{Cl}_{2} / \mathrm{MeOH}$ gradient 200:1 100:1). Yield: 51 mg ( $21 \%$ ). Purple solid. M.p. 196.4$197.0^{\circ} \mathrm{C}$ (decomp.). ${ }^{1} \mathrm{H}$ NMR ( $500 \mathrm{MHz}, \mathrm{MeCN}-d_{3}$ ) $\delta$
 (ppm) $7.61(\mathrm{~d}, J=7.4 \mathrm{~Hz}, 4 \mathrm{H}), 7.40-7.25(\mathrm{~m}, 9 \mathrm{H}), 6.96(\mathrm{~s}, 2 \mathrm{H}), 6.48(\mathrm{~s}, 1.48 \mathrm{H}), 6.32\left(\mathrm{dd}, J_{1}=\right.$ $\left.9.1, J_{2}=2.6 \mathrm{~Hz}, 2 \mathrm{H}\right), 6.19(\mathrm{~d}, J=2.7 \mathrm{~Hz}, 2 \mathrm{H}) .{ }^{13} \mathrm{C}$ NMR ( $126 \mathrm{MHz}, \mathrm{MeCN}-d_{3}$ ) $\delta(\mathrm{ppm}) 156.5$, 156.1, 154.8, 132.2, 131.9, 129.7, 126.5, 125.8, 116.6, 113.2, 112.1, 102.1, 97.8. ${ }^{13} \mathrm{C}\left\{{ }^{2} \mathrm{H}\right\}$ NMR ( $151 \mathrm{MHz}, \mathrm{MeCN}-d_{3}$ ) $\delta(\mathrm{ppm}) 156.2,155.9,154.5(\mathrm{~d}, J=9.1 \mathrm{~Hz}), 145.2(\mathrm{~d}, J=243 \mathrm{~Hz}), 132.4$, $132.0,131.2,130.2,129.6(\mathrm{~d}, J=161 \mathrm{~Hz}), 129.5(\mathrm{~d}, J=161 \mathrm{~Hz}), 126.5(\mathrm{~d}, J=107 \mathrm{~Hz}), 125.5$
(d, $J=106 \mathrm{~Hz}), 116.6(\mathrm{~d}, J=109), 113.0(\mathrm{~d}, J=161 \mathrm{~Hz}), 111.9,102.0(\mathrm{~d}, J=168 \mathrm{~Hz}), 97.6$
(d, $J=166 \mathrm{~Hz}$ ), 39.4. HRMS (ESI+) calcd. for $\left[\mathrm{C}_{41} \mathrm{H}_{19} \mathrm{D}_{18} \mathrm{~N}_{2} \mathrm{O}_{2}{ }^{+}\right]$607.3985, found 607.3975.

## General Procedure for the Synthesis of 2H-D.

Solution of heterocycle 13 ( $2 \mathrm{eq} ., 226 \mathrm{mg}, 0.84 \mathrm{mmol}$ ), intermediate $\mathbf{6 H}$ or 6D ( 1 eq , 0.42 mmol ), and sodium acetate ( $2 \mathrm{eq} ., 69 \mathrm{mg}, 0.84 \mathrm{mmol}$ ) in $\mathrm{Ac}_{2} \mathrm{O}(16 \mathrm{~mL})$ was stirred at room temperature for 2 h . Afterwards, $\mathrm{Et}_{2} \mathrm{O}(30 \mathrm{~mL})$ was added, and the mixture was cooled for 3 h to $4^{\circ} \mathrm{C}$. The precipitate was filtered, the filtrate diluted with ether $(50 \mathrm{~mL})$ and filtered again. Combined solids were washed with $\mathrm{Et}_{2} \mathrm{O}(50 \mathrm{~mL}), \mathrm{H}_{2} \mathrm{O}(25 \mathrm{~mL})$ and again $\mathrm{Et}_{2} \mathrm{O}(20 \mathrm{~mL})$. The crude product was washed with $\mathrm{MeOH}(20 \mathrm{~mL})$, $\mathrm{AcOEt}(10 \mathrm{~mL})$ and $\mathrm{Et}_{2} \mathrm{O}(20 \mathrm{~mL})$ to afford pure cyanines 2H-D.

## 1-Methyl-2-(( $1 E, 3 E, 5 E, 7 E)$-7-(1-methylbenzo $[c d]$ indol-2(1H)-ylidene)hepta-1,3,5-trien-1yl)benzo $[c d]$ indol-1-ium tetrafluoroborate ( 2 H ).

Prepared according to the general procedure from intermediate 6H ( $120 \mathrm{mg}, 0.42 \mathrm{mmol}$ ) and heterocycle 13 ( 226 mg , 0.84 mmol ). Yield: 132 mg ( $61 \%$ ). Purple solid. M.p. $243.5-$ $243.7^{\circ} \mathrm{C}$ (decomp.). ${ }^{1} \mathrm{H}$ NMR ( $400 \mathrm{MHz}, \mathrm{MeCN}-d_{3}$ ) $\delta$ (ppm) 8.24
 (d, $J=7.2 \mathrm{~Hz}, 2 \mathrm{H}), 8.04-7.94(\mathrm{~m}, 4 \mathrm{H}), 7.81-7.71(\mathrm{~m}, 2 \mathrm{H}), 7.52$
$(\mathrm{d}, J=8.4 \mathrm{~Hz}, 3 \mathrm{H}), 7.45-7.35(\mathrm{~m}, 2 \mathrm{H}), 6.96(\mathrm{~d}, J=7.2 \mathrm{~Hz}, 2 \mathrm{H}), 6.87-6.76(\mathrm{~m}, 2 \mathrm{H}), 6.43(\mathrm{~d}$, $J=13.6 \mathrm{~Hz}, 2 \mathrm{H}), 3.38(\mathrm{~s}, 6 \mathrm{H}) .{ }^{13} \mathrm{C}$ NMR not measured due to poor solubility. HRMS (ESI+) calcd. for $\left[\mathrm{C}_{31} \mathrm{H}_{25} \mathrm{~N}_{2}{ }^{+}\right] 425.2018$, found 425.2024.

1-Methyl-2-( $(1 E, 3 E, 5 E, 7 E)$-7-(1-methylbenzo $[c d]$ indol-2(1H)-ylidene)hepta-1,3,5-trien-1$\left.\mathbf{y l}-1,2,3,4,5,6,7-d_{7}\right)$ benzo $[c d]$ indol-1-ium tetrafluoroborate (2D).
Prepared according to the general procedure from intermediate 6D ( $123 \mathrm{mg}, 0.42 \mathrm{mmol}$ ) and heterocycle $13(226 \mathrm{mg}$, $0.84 \mathrm{mmol})$ as a mixture of $d_{7}: d_{6}: d_{5}-1: 18: 81$. Yield: 113 mg (52\%). Purple solid. M.p. 243.7-244 ${ }^{\circ} \mathrm{C}$ (decomp.). ${ }^{1} \mathrm{H}$ NMR
 ( $400 \mathrm{MHz}, \mathrm{MeCN}-d_{3}$ ) $\delta(\mathrm{ppm}) 8.31$ (d, $\left.J=7.2 \mathrm{~Hz}, 2 \mathrm{H}\right), 8.05(\mathrm{~d}$, $J=8.0 \mathrm{~Hz}, 2 \mathrm{H}), 7.85-7.75(\mathrm{~m}, 2 \mathrm{H}), 7.57(\mathrm{~d}, J=8.2 \mathrm{~Hz}, 2 \mathrm{H}), 7.50-7.44(\mathrm{~m}, 2 \mathrm{H}), 7.06(\mathrm{~d}, J=$ $7.2 \mathrm{~Hz}, 2 \mathrm{H}$ ), $6.50(\mathrm{~s}, 1.8 \mathrm{H}), 3.47(\mathrm{~s}, 6 \mathrm{H}) .{ }^{2} \mathrm{H}$ NMR ( $92 \mathrm{MHz}, \mathrm{MeCN}-d_{3}$ ) $\delta 9.03-7.30(\mathrm{~m}, 4 \mathrm{D})$, 7.13-6.16 (m, 3D). ${ }^{13} \mathrm{C}$ NMR not measured due to low solubility. HRMS (ESI+) calcd. for $\left[\mathrm{C}_{31} \mathrm{H}_{20} \mathrm{D}_{5} \mathrm{~N}_{2}{ }^{+}\right] 430.2332$, found 430.2320 .

## General Procedure for the Synthesis of $\mathbf{3 H}-\mathrm{D}$ and 4D.

The Schiff base $\mathbf{6 H}$ or $\mathbf{6 D}$ ( 1 eq., 0.33 mmol ) was dissolved in dry MeCN ( 5 mL ) and kept under $\mathrm{N}_{2}$ atmosphere. DIPEA ( $3 \mathrm{eq} ., 127 \mathrm{mg}, 0.98 \mathrm{mmol}$ ) was added dropwise, and the mixture was cooled in ice bath, followed by the addition of $\mathrm{Ac}_{2} \mathrm{O}$ ( 5 e.q., $0.15 \mathrm{~mL}, 1.6 \mathrm{mmol}$ ). The red solution turned yellow within few minutes. Heterocycle 11 or 12 ( 3 eq., 0.98 mmol ) was then dissolved in $\mathrm{MeCN} / \mathrm{CH}_{3} \mathrm{OH}$ or $\mathrm{MeCN}-d_{3} / \mathrm{CD}_{3} \mathrm{OD}(1.5 \mathrm{ml}$; 2:1) with DIPEA ( $3 \mathrm{eq} ., 127 \mathrm{mg}$, 0.98 mmol ) and the solution was added to the reaction mixture. The reaction flask was covered in aluminum foil and stirred at room temperature for 16 h . The volatiles were evaporated under reduced pressure to give the crude product, to which $\mathrm{Et}_{2} \mathrm{O}(5 \mathrm{~mL})$ was added, the precipitate was filtered off and washed with water $(5 \times 10 \mathrm{~mL})$ and diethyl ether $(3 \times 10 \mathrm{~mL})$ and dried under reduced pressure to give the target cyanines $\mathbf{3 H}-\mathbf{4 D}$ if not stated differently.

1-Methyl-2-(( $1 E, 3 E, 5 E)$-7-(( $E$ )-1-methylquinolin-2(1H)-ylidene)hepta-1,3,5-trien-1-yl)quinolin-1-ium iodide ( $\mathbf{3 H}$ ).
Prepared according to the general procedure from intermediate $\mathbf{6 H}(100 \mathrm{mg}, 0.33 \mathrm{mmol})$ and heterocycle $11(288 \mathrm{mg}$, $0.98 \mathrm{mmol})$. Yield: 117 mg ( $70 \%$ ). Dark green solid. M.p.
 $226.7-227.0^{\circ} \mathrm{C}$ (decomp.). ${ }^{1} \mathrm{H}$ NMR ( 500 MHz, DMSO- $d_{6}$ ) $\delta$ $(\mathrm{ppm}) 7.98-7.89(\mathrm{~m}, 4 \mathrm{H}), 7.88-7.78(\mathrm{~m}, 6 \mathrm{H}), 7.72\left(\mathrm{ddd}, J_{1}=8.6, J_{2}=7.0, J_{3}=1.6 \mathrm{~Hz}, 2 \mathrm{H}\right)$, 7.47-7.39 (m, 2H), 7.27-7.17 (m, 1H), 6.54-6.45 (m, 2H), $6.39(\mathrm{~d}, J=13.2 \mathrm{~Hz}, 2 \mathrm{H}), 3.86(\mathrm{~s}$, $6 \mathrm{H}) .{ }^{13} \mathrm{C}$ NMR ( 126 MHz, DMSO- $d_{6}$ ) $\delta(\mathrm{ppm})$ 151.1, 150.3, 146.8, 140.1, 135.2, 132.3, 128.8, 124.8, 124.7, 124.1, 120.1, 116.3, 108.1, 36.2. HRMS (ESI+) calcd. for $\left[\mathrm{C}_{27} \mathrm{H}_{25} \mathrm{~N}_{2}{ }^{+}\right]$377.2018, found 377.2002 .

## 1-Methyl-2-(( $1 E, 3 E, 5 E)$-7-(( $E$ )-1-methylquinolin-2(1H)-ylidene)hepta-1,3,5-trien-1-yl-$1,2,3,4,5,6,7-d_{7}$ ) quinolin-1-ium iodide (3D).

Prepared according to the general procedure from intermediate 6D ( $101 \mathrm{mg}, 0.33 \mathrm{mmol}$ ) and heterocycle $\mathbf{1 1}$ $(288 \mathrm{mg}, 0.98 \mathrm{mmol})$ as a mixture of $d_{7}: d_{6}: d_{5}, 52: 40: 8$. Yield: 135 mg ( $80 \%$ ). Dark green solid. M.p. $226.9-227.2^{\circ} \mathrm{C}$
 (decomp.). ${ }^{1} \mathrm{H}$ NMR ( 500 MHz, DMSO- $d_{6}$ ) $\delta 7.99-7.89$ (m, 4H), 7.87-7.76 (m, 4H), 7.76-7.68 $(\mathrm{m}, 2 \mathrm{H}), 7.48-7.37(\mathrm{~m}, 2 \mathrm{H}), 6.38(\mathrm{~s}, 0.5 \mathrm{H}) .{ }^{2} \mathrm{H}$ NMR ( 92 MHz , DMSO- $d_{6}$ ) $\delta(\mathrm{ppm}) 8.25-7.00$ (m, 1D), 6.53 (s, 6D). ${ }^{13} \mathrm{C}$ NMR ( 126 MHz, DMSO- $d_{6}$ ) $\delta(\mathrm{ppm}) 151.0,140.0,135.2,132.3$, 128.8, 124.7, 120.1, 116.3, 36.2. ${ }^{13} \mathrm{C}\left\{{ }^{2} \mathrm{H}\right\}$ NMR ( 151 MHz , DMSO- $d_{6}$ ) $\delta(\mathrm{ppm}) 150.0$, 145.4, $139.1,134.3(\mathrm{~d}, J=168 \mathrm{~Hz}), 132.0,131.4(\mathrm{~d}, J=159 \mathrm{~Hz}), 127.9(\mathrm{~d}, J=162 \mathrm{~Hz}), 123.8,123.7$ (d, $J=165 \mathrm{~Hz}), 122.6,119.1(\mathrm{~d}, J=169 \mathrm{~Hz}), 115.4(\mathrm{~d}, J=166 \mathrm{~Hz}) 106.8,35.3(\mathrm{q}, J=142 \mathrm{~Hz})$. HRMS (ESI+) calcd. for $\left[\mathrm{C}_{27} \mathrm{H}_{18} \mathrm{D}_{7} \mathrm{~N}_{2}{ }^{+}\right]$384.2457, found 384.2459.

Sodium 4-(2-(( $1 E, 3 E, 5 E, 7 E)$-7-(1,1-dimethyl-3-(4-sulfonatobutyl)-1,3-dihydro-2Hbenzo $[e]$ indol-2-ylidene)hepta-1,3,5-trien-1-yl-1,2,3,4,5,6,7- $d_{7}$ )-1,1-dimethyl- $1 H$ benzo [ $e$ ]indol-3-ium-3-yl)butane-1-sulfonate (4D).
Prepared according to the general procedure from intermediate 6D ( $101 \mathrm{mg}, 0.33 \mathrm{mmol}$ ) and heterocycle 12 ( $339 \mathrm{mg}, 0.98 \mathrm{mmol}$ ). The reaction mixture was evaporated under reduced pressure, dissolved in $\mathrm{CH}_{2} \mathrm{Cl}_{2}$ and washed with brine. Organic layer was separated, dried with $\mathrm{MgSO}_{4}$ and evaporated. Crude product was purified by column chromatography $\left(\mathrm{SiO}_{2}\right.$, gradient
 $\left.\mathrm{CH}_{2} \mathrm{Cl}_{2} / \mathrm{CH}_{2} \mathrm{Cl}_{2}-\mathrm{MeOH} 5: 1\right)$ to afford cyanine 4D as a mixture of $d_{7}: d_{6}: d_{5}, 8: 37: 55$. Yield: $120 \mathrm{mg}(47 \%)$. Dark green solid. Characterization in accordance with literature. ${ }^{3}$

## NMR Spectroscopy



Figure S3. ${ }^{1} \mathrm{H}$ NMR ( $500 \mathrm{MHz}, \mathrm{CDCl}_{3}$ ): 7


(ppm)



Figure S4. ${ }^{2} \mathrm{H}$ NMR ( $92 \mathrm{MHz}, \mathrm{CDCl}_{3}$ ): 7


Figure S5. ${ }^{13} \mathrm{C}\left\{{ }^{1} \mathrm{H}\right\}$ NMR ( $126 \mathrm{MHz}, \mathrm{CDCl}_{3}$ ) of 7

|  |  |  $\stackrel{\circ}{\circ} \dot{O} 0_{0}^{\circ}$ |
| :---: | :---: | :---: |
| $\mathrm{CDCl}_{3}$ |  |  |

 $\mathrm{CDCl}_{3}$

Figure S6. ${ }^{13} \mathrm{C}\left\{{ }^{2} \mathrm{H}\right\}$ NMR ( $151 \mathrm{MHz}, \mathrm{CDCl}_{3}$ ): 7


Figure S7. ${ }^{1} \mathrm{H}$ NMR ( $500 \mathrm{MHz}, \mathrm{CDCl}_{3}$ ): $\mathbf{8}$


Figure S8. ${ }^{2} \mathrm{H}$ NMR ( $92 \mathrm{MHz}, \mathrm{CHCl}_{3}$ ): $\mathbf{8}$


Figure S9. ${ }^{13} \mathrm{C}\left\{{ }^{1} \mathrm{H}\right\}$ NMR $\left(126 \mathrm{MHz}, \mathrm{CDCl}_{3}\right)$ : 8


Figure S10. ${ }^{13} \mathrm{C}\left\{{ }^{2} \mathrm{H}\right\}$ NMR ( $151 \mathrm{MHz}, \mathrm{CDCl}_{3}$ ): 8



Figure S11. ${ }^{1} \mathrm{H}$ NMR ( 500 MHz, DMSO- $d_{6}$ ): 9


| $\substack{\infty \\ \dot{\infty}}$ |
| :--- |
| $\Gamma^{\infty}$ |$|$ DMSO- $d_{6}$



Figure S12. ${ }^{2} \mathrm{H}$ NMR ( $92 \mathrm{MHz}, \mathrm{DMSO}$ ): 9


Figure S13. ${ }^{13} \mathrm{C}\left\{{ }^{1} \mathrm{H}\right\}$ NMR (126 MHz, DMSO- $d_{6}$ ): 9


Figure S14. ${ }^{13} \mathrm{C}\left\{{ }^{2} \mathrm{H}\right\}$ NMR ( 151 MHz, DMSO- $d_{6}$ ): 9


Figure S15. ${ }^{1} \mathrm{H}$ NMR ( $600 \mathrm{MHz}, \mathrm{DMSO}-d_{6}$ ): 6D


Figure S16. ${ }^{2} \mathrm{H}$ NMR ( 61 MHz , DMSO- $d_{6}$ ): 6D


Figure S17. ${ }^{13} \mathrm{C}\left\{{ }^{1} \mathrm{H}\right\}$ NMR ( 151 MHz , DMSO- $d_{6}$ ): 6D


Figure S18. ${ }^{13} \mathrm{C}\left\{{ }^{2} \mathrm{H}\right\}$ NMR ( 151 MHz , DMSO- $d_{6}$ ): 6D


Figure S19. ${ }^{1} \mathrm{H}$ NMR ( 400 MHz, DMSO- $d_{6}$ ): 1H


Figure S20. ${ }^{13} \mathrm{C}\left\{{ }^{1} \mathrm{H}\right\}$ NMR ( 126 MHz , DMSO- $d_{6}$ ): 1H


Figure S21. ${ }^{1} \mathrm{H}$ NMR ( 600 MHz, DMSO- $d_{6}$ ): 1D


$\mathrm{MeCN}-d_{3}$
$\stackrel{\text { N}}{\stackrel{N}{1}} \stackrel{\text { N }}{i}$
$\begin{array}{llllllllllllllllllllllll}10.0 & 9.5 & 9.0 & 8.5 & 8.0 & 7.5 & 7.0 & 6.5 & 6.0 & 5.5 & \begin{array}{c}5.0 \\ (\mathrm{ppm})\end{array} & 4.5 & 4.0 & 3.5 & 3.0 & 2.5 & 2.0 & 1.5 & 1.0 & 0.5 & 0.0 & -0.5\end{array}$

Figure S22. ${ }^{2} \mathrm{H}$ NMR ( $92 \mathrm{MHz}, \mathrm{MeCN}$ ): 1D


Figure S23. ${ }^{13} \mathrm{C}\left\{{ }^{1} \mathrm{H}\right\}$ NMR ( 126 MHz , DMSO- $d_{6}$ ): 1D


Figure S24. ${ }^{13} \mathrm{C}\left\{{ }^{2} \mathrm{H}\right\}$ NMR ( 151 MHz , DMSO- $d_{6}$ ): 1D


Figure S25. ${ }^{1} \mathrm{H}$ NMR ( $500 \mathrm{MHz}, \mathrm{MeCN}-d_{3}$ ): 1DD


Figure S26. ${ }^{13} \mathrm{C}\left\{{ }^{1} \mathrm{H}\right\}$ NMR ( $126 \mathrm{MHz}, \mathrm{MeCN}-d_{3}$ ): 1DD


Figure S27. ${ }^{13} \mathrm{C}\left\{{ }^{2} \mathrm{H}\right\}$ NMR ( $151 \mathrm{MHz}, \mathrm{MeCN}-d_{3}$ ): 1DD






Figure S28. ${ }^{1} \mathrm{H}$ NMR ( $400 \mathrm{MHz}, \mathrm{MeCN}-d_{3}$ ): 2H


Figure S29. ${ }^{1} \mathrm{H}$ NMR ( $400 \mathrm{MHz}, \mathrm{MeCN}-d_{3}$ ): 2D


Figure S30. ${ }^{2} \mathrm{H}$ NMR ( $92 \mathrm{MHz}, \mathrm{MeCN}$ ): 2D


Figure S31. ${ }^{1} \mathrm{H}$ NMR ( 500 MHz, DMSO- $d_{6}$ ): 3H



DMSO-d 6
Ni
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Figure S32. ${ }^{13} \mathrm{C}\left\{{ }^{1} \mathrm{H}\right\}$ NMR ( $\left.126 \mathrm{MHz}, \mathrm{DMSO}-d_{6}\right): \mathbf{3 H}$


Figure S33. ${ }^{1} \mathrm{H}$ NMR ( 500 MHz, DMSO- $d_{6}$ ): 3D


Figure S34. ${ }^{2} \mathrm{H}$ NMR ( 92 MHz , DMSO): 3D


Figure S35. ${ }^{13} \mathrm{C}\left\{{ }^{1} \mathrm{H}\right\}$ NMR ( 126 MHz , DMSO- $d_{6}$ ): 3D



DMSO- $d_{6}$



Figure S36. ${ }^{13} \mathrm{C}\left\{{ }^{2} \mathrm{H}\right\}$ NMR ( $151 \mathrm{MHz}, \mathrm{DMSO}-d_{6}$ ): 3D

## HRMS Spectroscopy

## Calculation the Relative ratio of $d_{5}: d_{6}: d_{7}$ Cyanines

The relative ratio of $d_{5}: d_{6}: d_{7}$ for the final cyanines $\mathbf{1 - 4 D}$ was calculated from isotope pattern of the molecular peak detected by HRMS. Based on the relative abundance of the respective masses compared to the expected isotopic pattern ratios for each of the derivatives $d_{5}-d_{7}$ the relative ratio was calculated. The $d_{5}$ isomers were taken as a referential starting point due to their specific main peak ( $100 \%$ abundance) not coinciding with other isotopic values. Using $\mathbf{1 H}-\mathbf{D}$ as an example, the intensity of mass corresponding to $d_{5}$ experiences contribution by the $d 5$-isomer:
$\left[d_{5}\right]=I(\mathrm{M})$, where M corresponds to the calculated exact mass of $d_{5}$-isomer
The mass corresponding to $d_{6}-\mathbf{1 D}$ experiences contribution from $d_{6}-\mathbf{1 D}$ and the isotope pattern of $d_{5}-1 \mathbf{D}$, which can be calculated from the molecular formula (e.g. in ChemDraw):
$\left[d_{6}\right]+\left[d_{5}\right] \times 0.487=I(\mathrm{M}+1)$, where $\mathrm{M}+1$ corresponds to the calculated exact mass of the $d_{6}$ isomer.

The mass corresponding to $d_{7} \mathbf{- 1 D}$ experiences contribution from $d_{7} \mathbf{- 1} \mathbf{D}$ and the isotope patterns of $d_{6}$ - and $d_{5}-1 \mathbf{D}$, which can be calculated from the molecular formula (e.g. in ChemDraw):
$\left[d_{7}\right]+\left[d_{6}\right] \times 0.487+\left[d_{5}\right] \times 0.116=I(\mathrm{M}+2)$, where $\mathrm{M}+2$ corresponds to the calculated exact mass of the $d_{7}$-isomer.

Solving these three equations and normalizing the sum of $\left[d_{7}\right]+\left[d_{6}\right]+\left[d_{5}\right]$ to 100 gives the ratio of the three isomers in percent.


Figure S37. HRMS (ESI+): 1D


Figure S38. HRMS (ESI+): 1DD


Figure S39. HRMS (ESI+): 2D


Figure S40. HRMS (ESI+): 3D


Figure S41. HRMS (ESI+): 4D

UV-Vis Absorption and Emission Spectroscopy of 1-4H and 1-4D.



Figure S42. UV-Vis absorption (solid) and emission (dashed) spectra of 1H (left) and 1D (right) in DCM.


Figure S43. UV-Vis absorption (solid) and emission (dashed) spectra of 1DD in DCM.


Figure S44. UV-Vis absorption (solid) and emission (dashed) spectra of 2H (left) and 2D (right) in DCM.



Figure S45. UV-Vis absorption (solid) and emission (dashed) spectra of 3H (left) and 3D (right) in DCM.



Figure S46. UV-Vis absorption (solid) and emission (dashed) spectra of 4H (left) and 4D (right) in DCM.

## Absorption Coefficients of 1-4H and 1-4D.



Figure S47. Dependence of absorption at $\lambda_{\max }$ on the concentration of $\mathbf{1 H}$ (left) and 1D (right) in DCM.


Figure S48. Dependence of absorption at $\lambda_{\max }$ on the concentration of 1DD in DCM.


Figure S49. Dependence of absorption at $\lambda_{\max }$ on the concentration of $\mathbf{2 H}$ (left) and 2D (right) in DCM.


Figure S50. Dependence of absorption at $\lambda_{\text {max }}$ on the concentration of $\mathbf{3 H}$ (left) and 3D (right) in DCM .


Figure S51. Dependence of absorption at $\lambda_{\max }$ on the concentration of $\mathbf{4 H}$ (left) and 4D (right) in MeOH .

## Quantum Yields of Fluorescence of 1-4H and 1-4D.




Figure S52. Dependence of the integral of emission on the absorption at $\lambda_{\text {exc }} \mathrm{nm}$ for $\mathbf{1 H}$ (left) and 1D (right) in DCM.


Figure S53. Dependence of the integral of emission on the absorption at $\lambda_{\mathrm{exc}} \mathrm{nm}$ for $\mathbf{1 H}$ in DCM (depicted in red) and DMSO (depicted in black).


Figure S54. Dependence of the integral of emission on the absorption at $\lambda_{\mathrm{exc}} \mathrm{nm}$ for 1DD in DCM.


Figure S55. Dependence of the integral of emission on the absorption at $\lambda_{\text {exc }} \mathrm{nm}$ for $\mathbf{2 H}$ (left) and 2D (right) in DCM.



Figure S56. Dependence of the integral of emission on the absorption at $\lambda_{\text {exc }} \mathrm{nm}$ for $\mathbf{3 H}$ (left) and 3D (right) in DCM.



Figure S57. Dependence of absorption at $\lambda=750 \mathrm{~nm}$ on the area of emission of $\mathbf{4 H}$ (left) and 4D (right) in DCM.

## Deuterium-Exchange Experiments

The degree of deuteration at $\mathrm{C1}^{\prime}$ and C 7 ' positions is related to the ability of the heterocycle to undergo deuterium exchange at the activated methyl under the reaction conditions. Premixing heterocycle 10 in $d_{4}-\mathrm{CD}_{3} \mathrm{OD}$ led to no discernable deuterium enrichment at the methyl after 1 hour ( $<5 \%$ ), presumably due to low acidity of the hydrogens (Fig. S57). Addition of $\mathrm{Et}_{3} \mathrm{~N}$ or premixing with AcONa in case of heterocycles $\mathbf{1 0}$ and 13, respectively, did not increase deuterium incorporation in the final cyanines 1D and 2D.



Figure S58. ${ }^{1} \mathrm{H}$ NMR spectrum of heterocycle $\mathbf{1 0}$ collected immediately after dissolving (red), after 1 h of standing in MeOD (black), and after the addition of $3 \mu \mathrm{~L}$ of $\mathrm{Et}_{3} \mathrm{~N}$.


Figure S59. (left) The $\Phi_{\mathrm{F}}$ data for $\mathbf{1 H}-\mathbf{D D}$ from Figure S 51 and S 53 plotted in a single graph. (right) The $\Phi_{\text {F }}$ data for $\mathbf{4 H}-\mathbf{D}$ from Figure S 56 plotted in a single graph.


Figure S60. Enhancement $(\chi)$ of $\Phi_{\mathrm{F}}$ in 1D-4D as a function of the HOMO-LUMO gap.
Table S3. Statistical analysis of the relative $\Phi_{\mathrm{F}}$ values.

| compounds | $\boldsymbol{t}$-value | $\boldsymbol{p}$ |
| :---: | :---: | :---: |
|  |  |  |
| 1H vs 1D | 3.75 | $<0.10$ |
| 1H vs 1DD | 14.64 | $<0.025$ |
| 1D vs 1DD | 13.26 | $<0.025$ |
|  |  |  |
| 4H vs 4D | 2.83 | $<0.15$ |



Figure S61. Comparison of stability of $\mathbf{1 H}$ (red) and 1DD (black) in DCM in the dark (dotted line) and under irradiation with light at 820 nm .

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