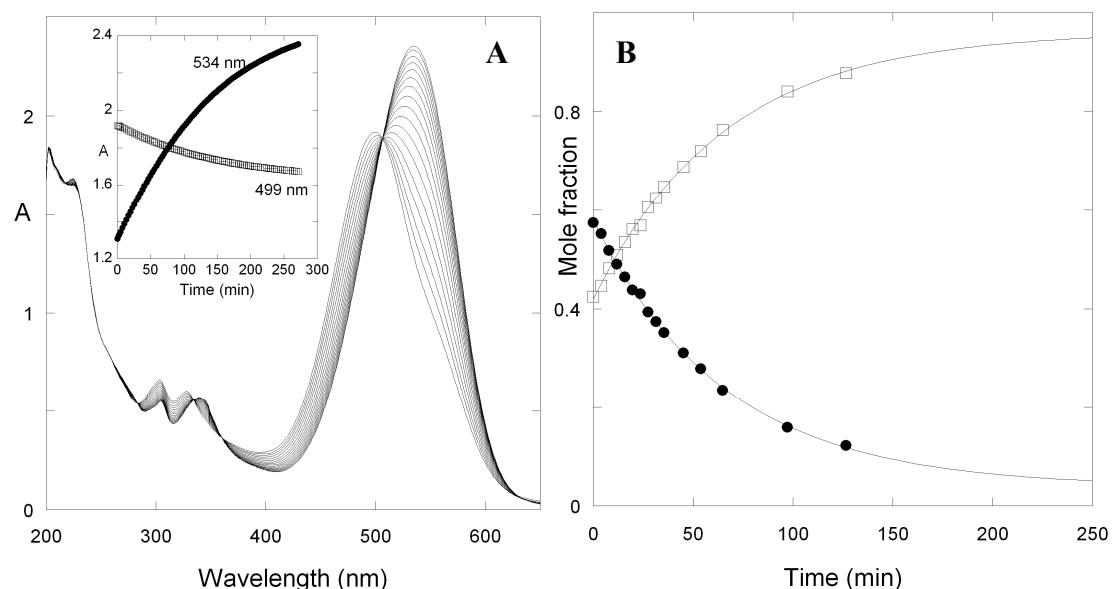


## Photochemistry of 2-(4-hydroxystyryl)-1-naphthopyrylium

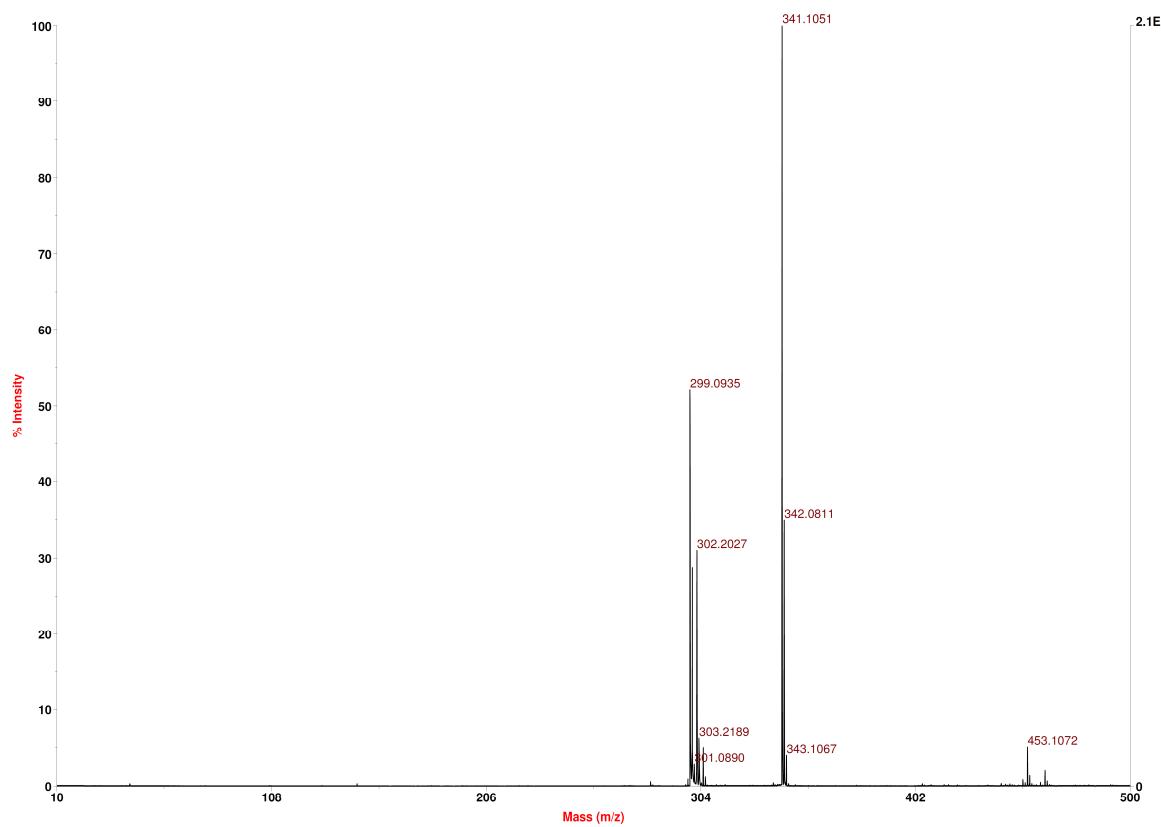
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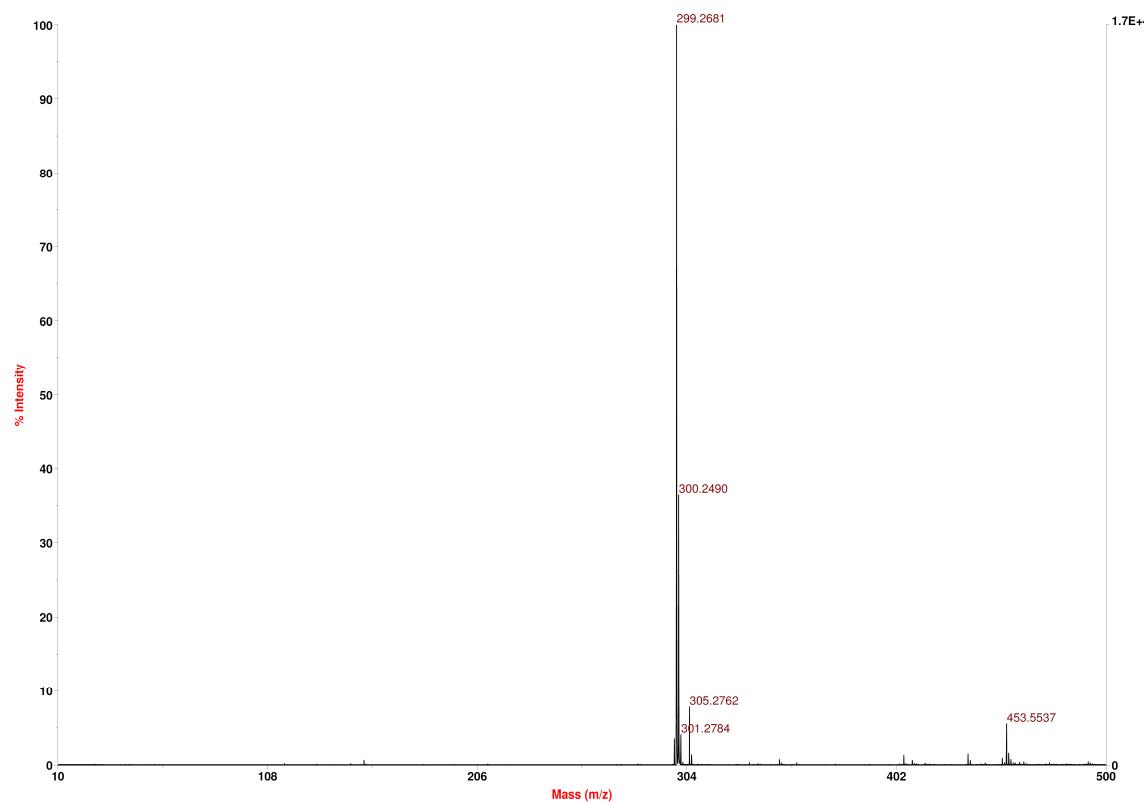
### Supplementary material:



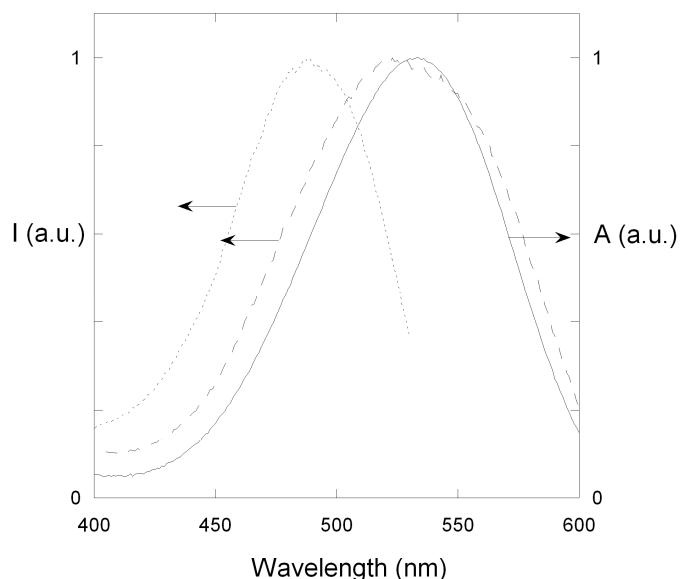
**Figure S1.** **A-** UV-vis kinetics of the conversion of 2-(4-acetoxystyryl)-1-naphthopyrylium (**V**) into 2-(4-hydroxystyryl)-1-naphthopyrylium (**IV**) in MeOH.  $[HCl] = 0.25\text{ M}$ ,  $k_{obs}=1.1\times 10^{-4}\text{ s}^{-1}$ . **B-** The same followed by <sup>1</sup>H NMR in CD<sub>3</sub>OD (pD<1) calculated from the integration of proton 4,  $k_{obs}=2.5\times 10^{-4}\text{ s}^{-1}$ .



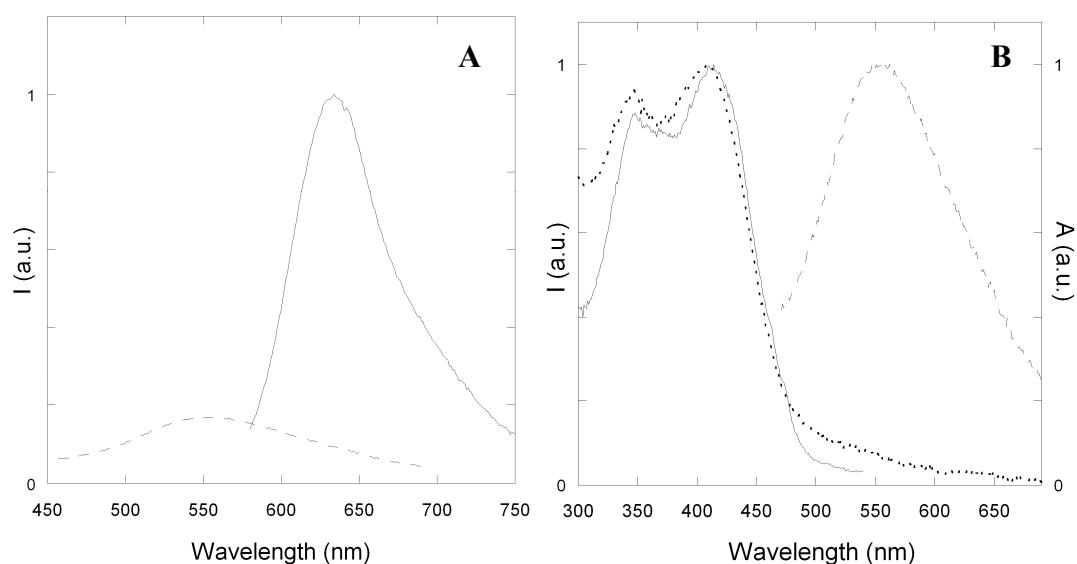
**Figure S2.** MALDI-TOF MS spectrum (positive mode) of a fresh solution of the solid obtained from synthesis in methanol ( $[HCl] = 0.1\text{ M}$ ).



**Figure S3.** MALDI-TOF MS spectrum (positive mode) of the same sample of Fig. S2 after two days.



**Figure S4.** Absorption (full line) and excitation spectra at  $\lambda_{\text{em}} = 685 \text{ nm}$  (dashed line) and  $\lambda_{\text{em}} = 540 \text{ nm}$  (pointed line) of a equilibrated solution of the solid obtained from the synthesis in water:ethanol (1:1, pH < 1,  $4.0 \times 10^{-6} \text{ M}$ ).



**Figure S5.** **A-** Corrected fluorescence spectra in water:ethanol (1:1) of the flavylium cation ( $[\text{HCl}] = 0.25 \text{ M}$ ,  $\lambda_{\text{exc}} = 565 \text{ nm}$ , full line) and the *trans*-chalcone ( $\text{pH} = 5.6$ ,  $\lambda_{\text{exc}} = 380 \text{ nm}$ , dashed line) of 2-(4-hydroxystyryl)-1-naphthopyrylium. **B-** Normalized absorption (pointed line), excitation ( $\lambda_{\text{em}} = 550 \text{ nm}$ , full line) and emission ( $\lambda_{\text{exc}} = 380 \text{ nm}$ , dashed line) spectra of the *trans*-chalcone (water:ethanol (1:1), pH = 5.6).

- Determination of the quantum yield for photoconversion of the trans-chalcone into the flavylium cation / quinoidal base of 2-(4-hydroxystyryl)-1-naphthopyrylium (**IV**)

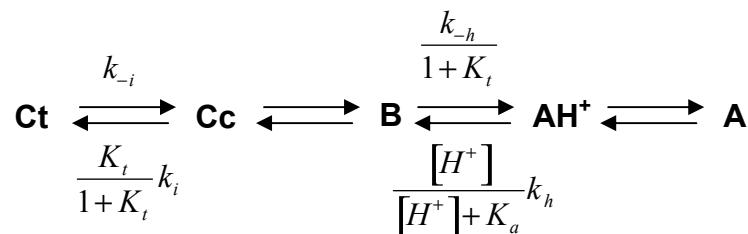
3 mL of an equilibrated solution at the corresponding pH value were irradiated at 365 nm with a xenon/medium pressure mercury arc lamp and the variations in absorbance measured at consecutive time intervals. The quantum yield was calculated through the equation:

$$\phi = \frac{\frac{\Delta Abs(AH^+ / A, 530nm)}{\epsilon(AH^+ / A, 530nm)} V_{irr}}{I_{365nm} (1 - 10^{-A(Ct, 365nm)})} \quad (S1)$$

Where  $\Delta Abs$  ( $AH^+ / A$ , 530 nm) was determined as the slope of the linear increment of the photoproduct absorbance ( $AH^+$  or a mixture  $AH^+ / A$ , depending on pH) at 530 nm, occurring during the first seconds of irradiation;  $\epsilon$  ( $AH^+ / A$ , 530 nm) corresponds to the molar extinction coefficient of the photoproduct at 530 nm;  $V_{irr}$  is the volume of irradiated solution;  $I_{365nm}$  is the intensity of the light source at 365 nm (measured by ferrioxalate actinometry);<sup>1</sup> and  $A(Ct, 365 nm)$  corresponds to the average absorbance of the trans-chalcone at 365 nm during the first seconds of irradiation.

#### Appendix 1. The bell shaped curve.

**B** and **Cc** are considered in fast equilibrium, as well as the pair **AH<sup>+</sup>** and **A**, as shown in the Scheme



#### Reporting to the Scheme

<sup>1</sup> C. G. Hatchard and C. A. Parker, A new sensitive chemical actinometer. 2. Potassium ferrioxalate as a standard actinometer, *Proc. R. Soc. (London), Ser. A*, 1956, **235**, 518-536.

$$-\frac{d[Cc + B]}{dt} = \frac{K_t}{1+K_t} k_i [Cc + B] + \frac{k_{-h}}{1+K_t} [H^+] [Cc + B] - k_{-i} [Ct] - \frac{[H^+]}{[H^+] + K_a} k_h [AH^+ + A]$$

(S2)

Assuming a steady state for **Cc** in equilibrium with **B**

$$[Cc + B] = \frac{k_{-i}}{\frac{K_t}{1+K_t} k_i + \frac{k_{-h}[H^+]}{1+K_t}} [Ct] + \frac{\frac{[H^+]}{[H^+] + K_a} k_h}{\frac{K_t}{1+K_t} k_i + \frac{k_{-h}[H^+]}{1+K_t}} [AH^+ + A]$$

(S3)

$$\frac{d[AH^+ + A]}{dt} = -\frac{[H^+]}{[H^+] + K_a} k_h [AH^+ + A] + \frac{1}{1+K_t} k_{-h} [H^+] [B + Cc]$$

(S4)

Rearranging eq.(S4)

$$\frac{d[AH^+ + A]}{dt} = -\frac{[H^+]}{[H^+] + K_a} \left( \frac{k_h K_t k_i}{K_t k_i + k_{-h} [H^+]} \right) [AH^+ + A] + \frac{k_{-i} k_{-h} [H^+]}{K_t k_i + k_{-h} [H^+]} [Ct]$$

(S5)

The kinetic process between **AH<sup>+</sup>/A** in fast equilibrium and **Ct** can be reduced to a forward and reverse reaction both of first order for each pH value.

The observed rate constant is thus given by eq.(S6)

$$k_{obs} = \frac{[H^+]}{[H^+] + K_a} \left( \frac{k_h K_t k_i}{K_t k_i + k_{-h} [H^+]} \right) + \frac{k_{-i} k_{-h} [H^+]}{K_t k_i + k_{-h} [H^+]}$$

(S6)

or rearranged as in eq.(S7) to use the product of the equilibrium constants  $K_h K_t K_i$

$$k_{obs} = \left( \frac{\frac{[H^+]}{[H^+] + K_a} K_h K_t K_i + [H^+]}{\frac{K_t K_i}{k_{-h}} + \frac{[H^+]}{k_{-i}}} \right)$$

(S7)

or

$$k_{obs} = \left( \frac{\frac{[H^+]}{[H^+] + K_a} K_h K_t k_i + k_{-i}[H^+]}{\frac{K_t k_i}{k_{-h}} + [H^+]} \right)$$

(S8)

as used through the article.

Representation of eq.(S7) or (S8) as a function of pH gives a bell shape curve with  $k_{-i}$  as a limit for low pH and zero as upper limit for high pH.