### **Electronic Supplementary Information (ESI)**

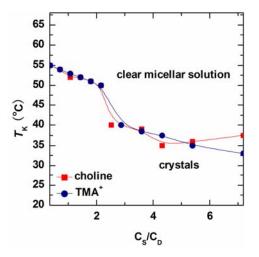
# "Green" anionic wormlike micelles induced by choline

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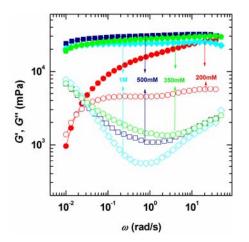
### **Phase behavior**



**Figure S1.** Krafft temperature plotted as a function of molar ratio of organic salt to NaOEr,  $C_S/C_D$ , where  $C_D$  is fixed at 1 wt%.

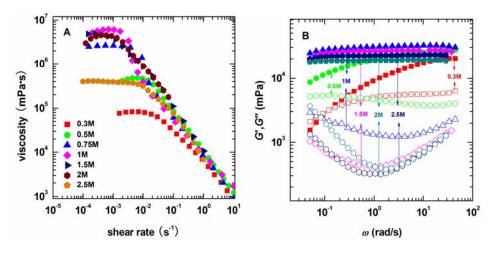
NaOEr is hardly soluble in pure water at room temperature, which impeded its practical applications. So it is necessary to decrease its Krafft point ( $T_{\rm K}$ ), i.e., the temperature at which 1 wt% surfactant is solubilized,<sup>1</sup> to satisfy the demand of researches and potential applications. The plots of  $T_{\rm K}$  values against molar ratios of  $C_{\rm S}/C_{\rm D}$  were shown in Figure S1. With increasing  $C_{\rm S}/C_{\rm D}$ ,  $T_{\rm K}$  decreases monotonously and these two counterions show similar ability to enhance the solubility of NaOEr, which is consistent with previous report.<sup>2</sup>

#### Additional Figures for the effect of hydrotrope concentration on rheological behaviors

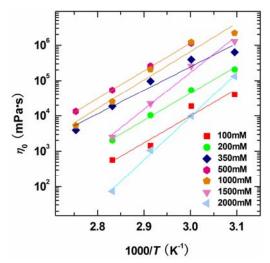


**Figure S2.** Additional dynamical rheogram for "NaOEr–choline" system with varied choline concentration. NaOEr concentration is held constant at 100 mM. All the measurements are carried out at 50 °C.

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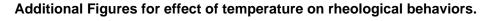


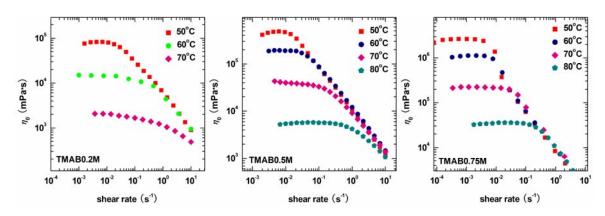
**Figure S3.** Additional dynamical rheogram for "NaOEr–TMA<sup>+</sup>" system with varied TMA<sup>+</sup> concentration. (A) steady rheology; (B) dynamic rheology. NaOEr concentration is held constant at 100 mM. All the measurements are carried out at 50 °C.



**Figure S4.** Arrhenius plots of  $\eta_0$  vs 1/T at different choline concentrations.

Figure S4 illustrates the dependence of  $\eta_0$  in semi-log plots versus the reciprocal of the absolute temperature at different choline concentrations. These plots all fall on straight lines and demonstrate that  $\eta_0$  obeys Arrhenius behavior. From the slopes of these plots the activation energies were estimated.





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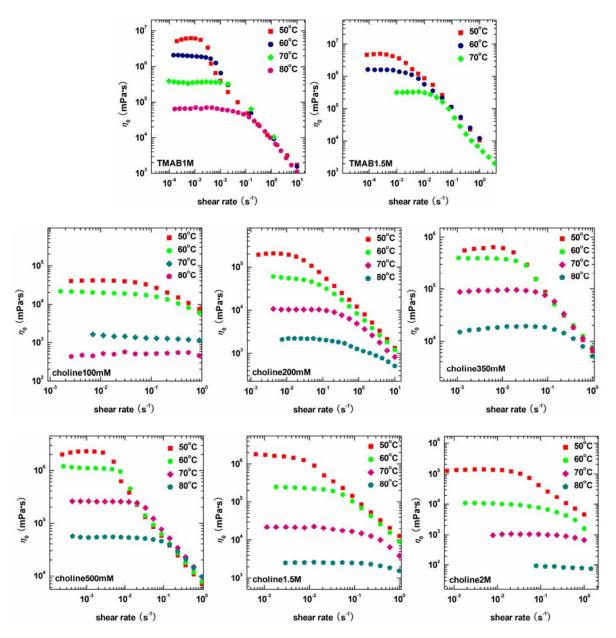


Figure S5. The effect of temperature on viscosity at different counterion concentrations. All the measurements are carried out at 50 °C.

## References

- 1. R. G. Laughlin. The aqueous phase behavior of surfactants. Academic Press, San Diego, 1994.
- 2. R. Klein, D. Touraud and W. Kunz, Green Chem., 2008, 10, 433–435.