

## Micellar Solution with pH Responsive Viscoelasticity and Colour Switching Property

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### Supporting Information

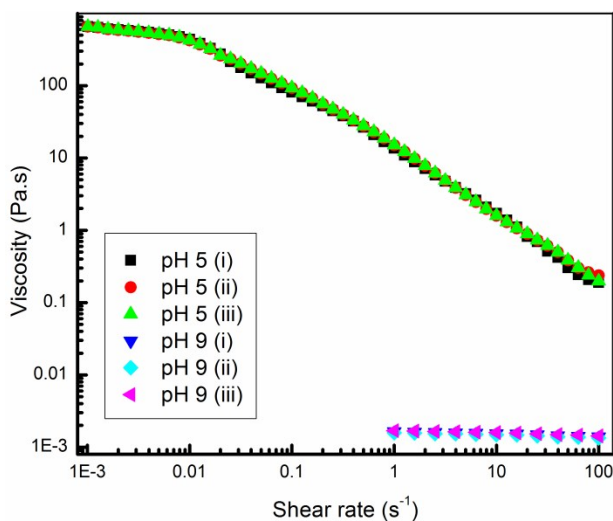


Fig. S1. Steady shear rheology of 100 mM CTAB/ 40 mM OCA sample at repeated cycles of pH variation.

(Standard deviation of measurements at pH 5 is found to be  $657.28 \pm 2.33$ )

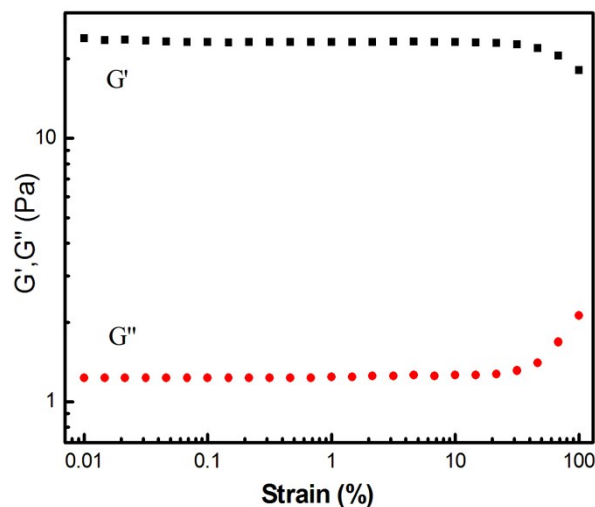


Fig S2: Elastic (G') and viscous (G'') moduli of 100 mM CTAB/ 40 mM OCA sample at pH 5, as a function of strain amplitude.

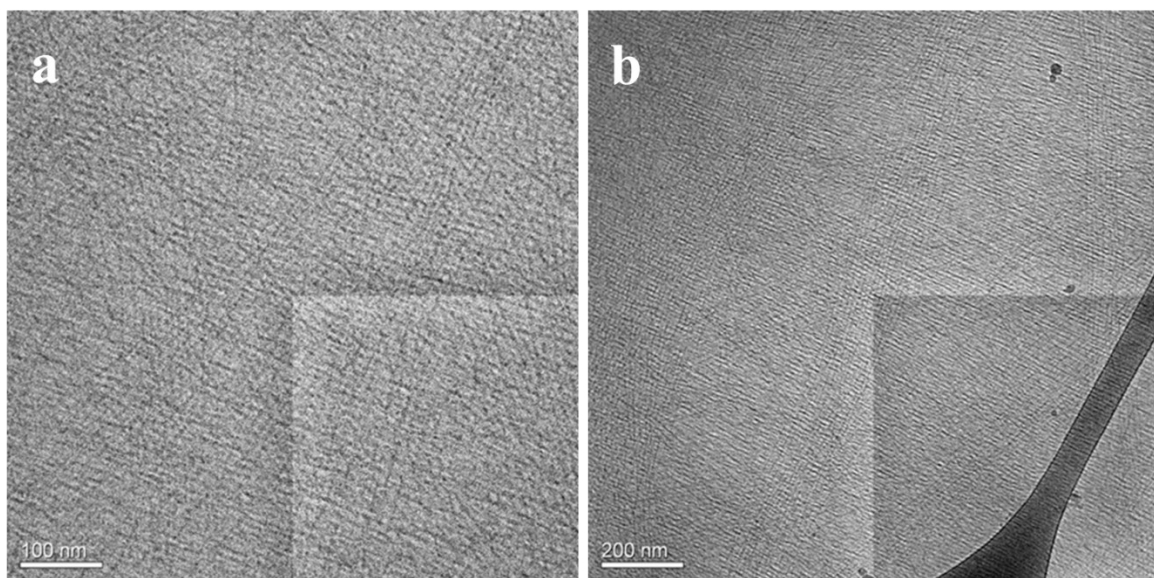


Fig S3. Additional cryo-TEM images of 100 mM CTAB/ 40 mM OCA sample at pH 5, at two different magnifications.