

## IMPACT OF BRANCHING ON THE WORMLIKE REVERSE MICELLES VISCOELASTICITY

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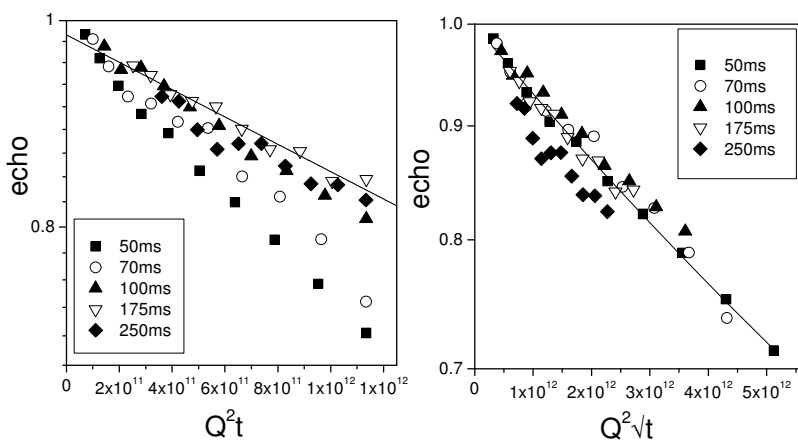
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Figure S1

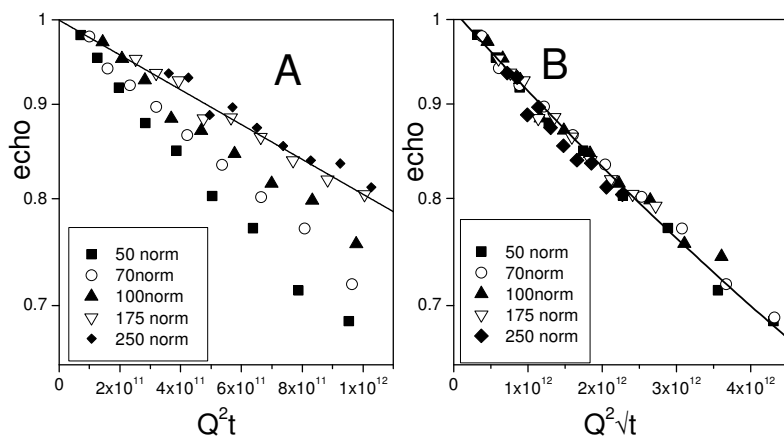


Semilog plots of normalized lecithin echo decays of sample F ( $R=0$  and  $W_0=2.0$ ).

A) Steskjal-Tanner plot (the abscissa is  $Q^2t$ ) the straight line is the best fit of the data at  $t > 100$  ms to Eq. 1.

B) curvilinear plot (the abscissa is  $Q^2\sqrt{t}$ ) the curve is the best fit of the data at  $t < 100$  ms to Eq. 2.

Figure S2

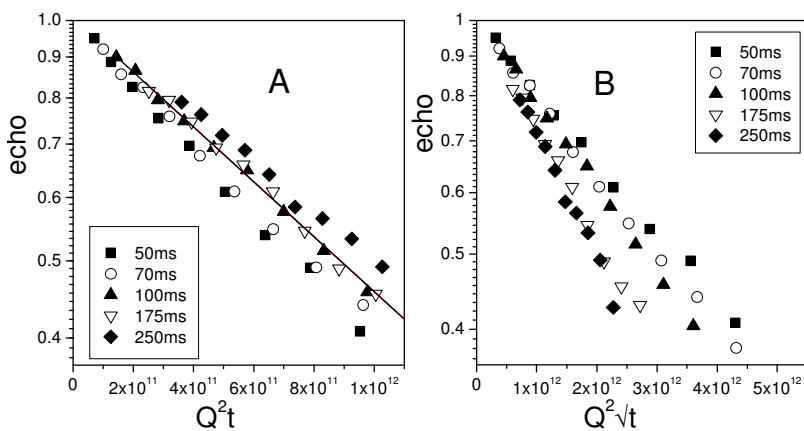


Semilog plots of normalized lecithin echo decays of sample FE ( $R=0.1$  and  $W_0= 2.4$ ).

A) Steskjal-Tanner plot (the abscissa is  $Q^2t$ ) the straight line is the best fit of the data at  $t>100$  ms to Eq. 1.

B) curvilinear plot (the abscissa is  $Q^2\sqrt{t}$ ) the curve is the best fit of the data at  $t<100$  ms to Eq. 2.

Figure S3



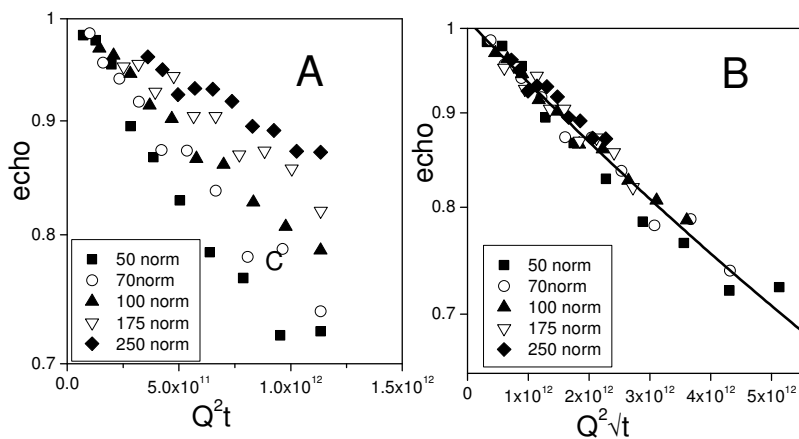
Semilog plots of normalized lecithin echo decays of sample C ( $R=0.64$  and  $W_0= 6.6$ ).

A) Steskjal-Tanner plot (the abscissa is  $Q^2t$ ) the straight line is the best fit of all the data to Eq. 1.

B) curvilinear plot (the abscissa is  $Q^2\sqrt{t}$ ).



Figure S4

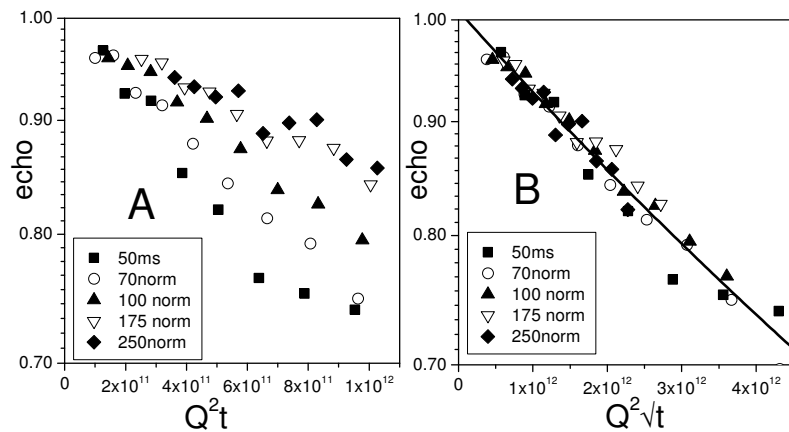


Semilog plots of normalized lecithin echo decays of sample AB ( $R=0.9$  and  $W_0=8.8$ ).

A) Steskjal-Tanner plot (the abscissa is  $Q^2t$ ).

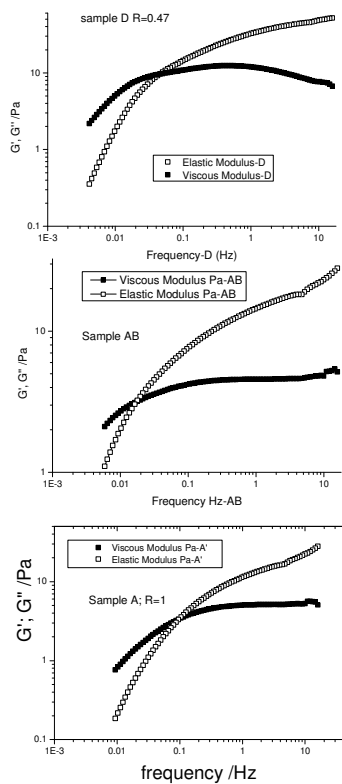
B) curvilinear plot (the abscissa is  $Q^2\sqrt{t}$ ) the curve is the best fit of the data to Eq. 2.

Figure S5



Semilog plots of normalized lecithin echo decays of sample A ( $R=1$  and  $W_0=10.0$ ). A) Steskjal-Tanner plot (the abscissa is  $Q^2t$ ). B) curvilinear plot (the abscissa is  $Q^2\sqrt{t}$ ) the curve is the best fit of the data to Eq. 2.

Figure S6



Oscillatory rheology experiments: isothermal ( $t=25^\circ\text{C}$ ) frequency sweep measurements performed in the linear viscoelastic regime of representative organogels; upper panel) sample D  $R=0.47$  and  $W_0=5.2$ ; middle panel) sample AB  $R=0.9$  and  $W_0=8.8$ ; lower panel) sample A  $R=1$  (neat cyclohexane) and  $W_0=10$ . For all the panels open symbols denote the elastic (storage) modulus  $G'$  and filled symbols denote the viscous (loss) modulus  $G''$ .