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Supporting Information

Light-Responsive Fluids Based on Reversible Wormlike Micelle to Rodlike Micelle Transitions

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### 1. Synthetic route

4-decylazobenzene-4-(oxyethyl)-dihydroxyethylmethylammonium bromide ( $C_{10}AZODEMAB$ ) was synthesized according to the similar procedure as reported previously <sup>[1]</sup>, the detailed synthetic route was shown in **Scheme S1**.



Scheme S1. Synthetic route of C<sub>10</sub>AZODEMAB

**1.1 Characterization of C**<sub>10</sub>**AZODEMAB:** <sup>1</sup>H NMR (400 MHz, (CD<sub>3</sub>)<sub>2</sub>SO) δ (ppm): 0.85 (*t*, 3H, -**CH**<sub>3</sub>),1.23~1.29 (*m*, 14H, CH<sub>3</sub>-**CH**<sub>2</sub>-**CH**<sub>2</sub>-**CH**<sub>2</sub>-**CH**<sub>2</sub>-**CH**<sub>2</sub>-**CH**<sub>2</sub>-**CH**<sub>2</sub>-), 1.61 (*m*, 2H, -**CH**<sub>2</sub>-CH<sub>2</sub>-Ar), 2.66 (*s*, 2H, -**CH**<sub>2</sub>-Ar), 3,25 (*s*, 3H), 3.64 (*m*, 4H), 3.90 (*m*, 4H), 3.98 (*t*, 2H), 4.59 (*t*, 2H), 5.35 (*t*, 2H, -OH), 7.19, 7.21 (*d*, 2H, H-Ar), 7.38, 7.41 (*d*, 2H, H-Ar), 7.77, 7.80 (*d*, 2H, H-Ar), 7.91, 7.93 (*d*, 2H, **H**-Ar). <sup>13</sup>C NMR (100 MHz, (CD<sub>3</sub>)<sub>2</sub>SO) δ (ppm): 14.7, 22.8, 29.3, 29.4, 29.5, 29. 7, 31.5, 32.0, 35.7, 50.4, 55.6, 62.0, 62.6, 64.8, 116.0, 123.0, 125.0, 129.9, 146.5, 147.3, 150.8, 160.6. ESI-MS; [M+H-Br<sup>-</sup>] C<sub>29</sub>H<sub>46</sub>N<sub>3</sub>O<sub>3</sub><sup>+</sup>: Calcd: 484.4, Found: 484.3.

#### 1.2 <sup>1</sup>H NMR spectrum of C<sub>10</sub>AZODEMAB



1.3 <sup>13</sup>C NMR spectrum of C<sub>10</sub>AZODEMAB



1.4 ESI-MS spectrum of C<sub>10</sub>AZODEMAB



# 2. Critical micelle concentration measurements



Figure S1. Concentration dependent conductance of  $C_{10}AZODEMAB$  at 30 °C before (a) and after (b) UV light irradiation for 3 h.

## 3. Steady-shear rheological responses



**Figure S2.** [5 mS] dependent steady-shear rheological responses of 30 mmol·L<sup>-1</sup>  $C_{10}$ AZODEMAB before (a) and after (b) UV light irradiation for 3 h.

# 4. Irradiation time dependent zero-shear viscosity



Figure S3. Light irradiation time dependent zero-shear viscosity of 30 mmol·L<sup>-1</sup>  $C_{10}$ AZODEMAB/34 mmol·L<sup>-1</sup> 5 mS binary systems.



5. UV-Vis Spectra of 30 mmol·L<sup>-1</sup> C<sub>10</sub>AZODEMAB/34 mmol·L<sup>-1</sup> 5 mS binary systems

**Figure S4.** Effects of irradiation conditions on UV-Vis spectra of 0.05 mmol·L<sup>-1</sup>  $C_{10}AZODEMAB$  solutions. Samples were prepared by diluting the concentrated  $C_{10}AZODEMAB/5$  mS binary mixtures (30 mmol·L<sup>-1</sup>/34 mmol·L<sup>-1</sup>) using ultrapure deionized water.

## **References:**

[1] K. L. Jia, Y. M. Cheng, X. Liu, X. F. Li and J. F. Dong, RSC Adv., 2015, 5, 640-642.