#### Supporting Information-2 for Role of Ring *Ortho* Substituents on the Configuration of Carotenoid Polyene Chains

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NMR, UV, HPLC spectra of the compounds for the synthesis of 9-(Z)-9,9<sup>'</sup>,13,13<sup>'</sup>-tetramethyl carotene 13 and all-(*E*)-9,9<sup>'</sup>,13,13<sup>'</sup>-tetramethyl carotene 15











#### Sample: SHK-1855-1R Sample ID: s\_41\_SHK-1855-1R\_koo-2\_20150505\_01 File: /home/walkup2/vnmrsys/data/koo-2/SHK-1855-1R\_Proton\_01.fid

Pulse Sequence: s2pul



















S2-14





11'

13















# Assignment of <sup>1</sup>H and <sup>13</sup>C NMR peaks of 9-Z-carotene **13** (based on HMQC and HMBC)



Numbering	<sup>1</sup> H NMR		<sup>13</sup> C NMR		
	Shift (ppm)	Multiplicity (Hz)	Shift (ppm)	DEPT	
1	7.40	0 d (8.0)		СН	
2	7.25	d (8.0)	126.8	СН	
3	-	-	137.6	q	
3-SMe	2.50	S	15.8	CH <sub>3</sub>	
4	7.25	d (8.0)	126.8	СН	
5	7.40	d (8.0)	126.7	СН	
6	-	-	133.8	q	
7	6.57	d (14.8)	128.5	СН	
8	7.36	d (14.8)	124.9	СН	
9	-	-	134.7	q	
9-Me	2.04	S	20.8	CH <sub>3</sub>	
10	6.16	d (11.6)	131.4	СН	
11	6.88	dd (14.8)	123.5	CH	
12	6.33	d (11.6)	137.5	СН	
13	-	-	136.5	q	
13-Me	2.03	S	12.9	CH <sub>3</sub>	
14	6.26-6.36	m	133.1	СН	
15	6.60-6.70	m	130.2	СН	

# Assignment of <sup>1</sup>H and <sup>13</sup>C NMR peaks of 9-cis-carotene **13** (based on HMQC and HMBC)



Numbering	<sup>1</sup> H NMR		<sup>13</sup> C NMR		
	Shift (ppm)	Multiplicity (Hz)	Shift (ppm)	DEPT	
1'	7.35	d (8.0) 1		СН	
2′	7.20	d (8.0)	126.8	СН	
3′	-	-	137.2	q	
3'-SMe	2.49	S	15.8	CH <sub>3</sub>	
4'	7.20	d (8.0)	126.8	СН	
5′	7.35	d (8.0)	126.6	СН	
6'	-	-	134.8	q	
7'	6.53	d (14.8)	126.9	СН	
8′	6.86	d (14.8)	132.9	СН	
9′	-	-	135.5	q	
9'-Me	2.04	S	12.9	CH <sub>3</sub>	
10'	6.35	d (14.8)	133.0	СН	
11′	6.67	dd (14.8)	130.3	СН	
12′	6.42 d (14.8)		138.2	СН	
13′	-	-	136.5	q	
13'-Me	1.99	S	12.8	CH <sub>3</sub>	
14'	6.26-6.36	m	133.1	СН	
15'	6.60-6.70	m	130.2	СН	





	Peak Results								
	Name	RT(min)	Area(uv*sec)	%Area	Height(uv)	Amount	Units		
1		14.008	3547027	100	194458				

Column: Hypersil BDS C18 250 x 4 mm 5 µm, Part No: 28105-254030 Mobile phase: 100% MeCN Flow rate: 1.0 mL/min Detection: UV @ 506nm Temperature: 25°C

Sample: SHK-1728-1 File: /home/walkup2/vnmrsys/data/koo-2/SHK-1728-1\_proton.fid





Sample: SHK-1728-1-C Sample ID: s\_37\_SHK-1728-1-C\_koo-2\_20140207\_01 File: /home/walkup2/vnmrsys/data/koo-2/SHK-1728-1-C\_Carbon\_01.fid



Sample: SHK-1736-R1 File: /home/walkup2/vnmrsys/data/koo-2/SHK-1736-R1\_proton.fid











Sample: SHK-1885-3 Sample ID: s\_44\_SHK-1885-3\_koo-2\_20151013\_01 File: /home/walkup2/vnmrsys/data/koo-2/SHK-1885-3\_Proton\_02.fid

Pulse Sequence: s2pul Solvent: cdc13 Ambient temperature Sample #44, Operator: walkup2 File: SHK-1885-3\_Proton\_02 VNMRS-400 "400MR" .442 2.041 428 1.545 1.235 5 9 0 0 (0 (0 œ Relax. delay 1.000 sec Pulse 45.0 degrees Acq. time 2.049 sec Width 6830.6 Hz 8 repetitions OBSERVE H1, 400.0340167 MH2 DATA PROCESSING Line broadening 0.5 Hz FT size 65536 Total time 0 min, 31 sec 0. SO<sub>2</sub>BT °O °O 14a

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Sample: SHK-1885-3R Sample ID: s\_41\_SHK-1885-3R\_koo-2\_20151013\_01 File: /home/walkup2/vnmrsys/data/koo-2/SHK-1885-3R\_Carbon\_01.fid

Pulse Sequence: s2pul





Sample: SHK-1969 Sample ID: s\_45\_SHK-1969\_koo-2\_20160301\_01 File: /home/walkup2/vnmrsys/data/koo-2/SHK-1969\_Proton\_01.fid

Pulse Sequence: s2pul







Sample: SHK-1944-H Sample ID: s\_34\_SHK-1944-H\_koo-2\_20160113\_01 File: /home/walkup2/vnmrsys/data/koo-2/SHK-1944-H\_Proton\_01.fid

Pulse Sequence: s2pul



#### Sample: SHK-1944-C Sample ID: s\_37\_SHK-1944-C\_koo-2\_20160114\_01 File: /home/walkup2/vnmrsys/data/koo-2/SHK-1944-C\_Carbon\_02.fid

<u>1 1 1</u>	180	160	140	120	100	80	<b>60 4</b>	0	20	ppm
			S $CO_2Et$ 20							-
Puls Amm Samj File Pu Re: Pu Acco Vii 251 0BSI 0BSI 0BSI 0BSI DECC Pow Con VAT/ DAT/ Lii FT s Tota	se Sequence: s2pul lvent: cdc13 bient temperature ple #37, Operator: wall e: SHK-1944-C_Carbonco RS-400 "400MR" """"""""""""""""""""""""""""""""""	кир2 2 MHz MHz	C 142.150	123.017		7.300			-21.232 $-17.269$ $-14.332$ $-14.057$	

Sample: SHK-1931-2-1 Sample ID: s\_41\_SHK-1931-2-1\_koo-2\_20151214\_01 File: /home/walkup2/vnmrsys/data/koo-2/SHK-1931-2-1\_Proton\_01.fid

Pulse Sequence: s2pul







Sample: SHK-1940-1 Sample ID: s\_33\_SHK-1940-1\_koo-2\_20160112\_01 File: /home/walkup2/vnmrsys/data/koo-2/SHK-1940-1\_Carbon\_01.fid







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Sample: SHK-1950-2 Sample ID: s\_34\_SHK-1950-2\_koo-2\_20160203\_01 File: /home/walkup2/vnmrsys/data/koo-2/SHK-1950-2\_Carbon\_01.fid

Pulse Sequence: s2pul



Sample: SHK-1954 Sample ID: s\_41\_SHK-1954\_koo-2\_20160204\_01 File: /home/walkup2/vnmrsys/data/koo-2/SHK-1954\_Proton\_01.fid

Pulse Sequence: s2pul Solvent: cdcl3 Ambient temperature Sample #41, Operator: walkup2 File: SHK-1954\_Preton\_01 VNMRS-400 "400MR". Relax. delay 1.000 sec Pulse 45.0 degrees Acq. time 2.049 sec Width 6830.6 Hz 8 repetitions OBSERVE H1, 400.0340079 MHz DATA PRUCESSING Line broadening 0.5 Hz FT size 65536 Total time 0 min, 31 sec

S S



2.591



Sample: SHK-1955-1 Sample ID: s\_43\_SHK-1955-1\_koo-2\_20160212\_01 File: /home/walkup2/vnmrsys/data/koo-2/SHK-1955-1\_Proton\_01.fid









Sample: SHK-1962-2R Sample ID: s\_42\_SHK-1962-2R\_koo-2\_20160222\_01 File: /home/walkup2/vnmrsys/data/koo-2/SHK-1962-2R\_Proton\_01.fid

Pulse Sequence: s2pul





Sample: SHK-1962-2R Sample ID: s\_43\_SHK-1962-2R\_koo-2\_20160222\_01 File: /home/walkup2/vnmrsys/data/koo-2/SHK-1962-2R\_Carbon\_01.fid

Pulse Sequence: s2pul Solvent: cdcl3 Ambient temperature Sample #43. Operator: walkup2 File: SHK-1962-2ReCarbon\_01 VNMRS-400 "400MKC S Relax. delay 1.000 sec Pulse 45.0 degrees Acq. time 1.300 sec Width 24509.8 Hz 256 repetitions OBSERVE Cl3, 100 5886703 MHz DECOUPLE H1, 400.0360169 MHz Power 42 dB continuously on WALTZ-16 modulated DATA PROCESSING Line broadening 0.5 Hz FT size 65536 Total time 9 min, 51 sec













Pulse Sequence: s2pul



Sample: SHK-1962-1-2R Sample ID: s\_41\_SHK-1962-1-2R\_koo-2\_20160223\_01 File: /home/walkup2/vnmrsys/data/koo-2/SHK-1962-1-2R\_Proton\_02.fid

Pulse Sequence: s2pul

Solvent: cdcl3 Ambient temperature Sample #41, Operator: walkup2 File: SHK-1962-1-2R\_Proton\_02 VNMRS-400 "400MR" Relax. delay 1.000 sec Pulse 45.0 degrees Acq. time 2.049 sec Width 6830.6 Hz

8 repetitions OBSERVE H1, 400.0340091 MHz DATA PROCESSING Line broadening 0.5 Hz FT size 65536 Total time 0 min, 31 sec



2.474 2.329 2.314 2.314 2.172 2.172 2.172 1.993 UU

1.542





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Sample: SHK-1967-R Sample ID: s\_44\_SHK-1967-R\_koo-2\_20160227\_01 File: /home/walkup2/vnmrsys/data/koo-2/SHK-1967-R\_Carbon\_01.fid

Pulse Sequence: s2pul











Sample: SHK-1967-R Sample ID: s\_44\_SHK-1967-R\_koo-2\_20160227\_01 File: /home/walkup2/vnmrsys/data/koo-2/SHK-1967-R\_Carbon\_01.fid



















F1 (ppm)





# Assignment of <sup>1</sup>H and <sup>13</sup>C NMR peaks of all-(*E*)-carotene **15** (based on HMQC and HMBC)



Numbering	<sup>1</sup> H NMR		<sup>13</sup> C NMR		
	Shift (ppm)	Multiplicity (Hz)	Shift (ppm)	DEPT	
1			136.4	q	
1-Me	2.31 (CH <sub>3</sub> )	S	20.9	CH <sub>3</sub>	
2	6.96	S	125.8	СН	
3	-	-	135.5	q	
3-SMe	2.47 (CH <sub>3</sub> )	S	15.6	CH <sub>3</sub>	
4	6.96	S	125.8	СН	
5	-	-	136.4	q	
5-Me	2.31 (CH <sub>3</sub> )	S	20.9	CH <sub>3</sub>	
6			134.1	q	
7	6.54 d (16.4)		124.8	СН	
8	6.37 d (16.4)		138.5 CH		
9	-	-	135.2	q	
9-Me	2.07	S	12.4	CH <sub>3</sub>	
10	6.23	d (11.6)	132.1	CH	
11	6.68 dd (14.8, 11.6)		124.5 CH		
12	6.40	d (14.8)	137.8	СН	
13	-	-	136.3	q	
13-Me	1.99	S	12.5	CH <sub>3</sub>	
14	6.23–6.33	m	132.6	СН	
15	6.60–6.70	m	129.9	СН	





Waters 2998 (PDA) , 1525 Binary HPLC Pump, Solvent (MeCN : MeOH : EtOAc = 7 : 2.4 : 0.6), Flow Rate 0.7 : 0.3 mL/min, Pressure = 353 psi, Temp = 25 °C S2-70