

Supporting Information

Bromoacetate Olefination Protocol for Norbixin and Julia-Kocienski Olefination for Its Ester Syntheses

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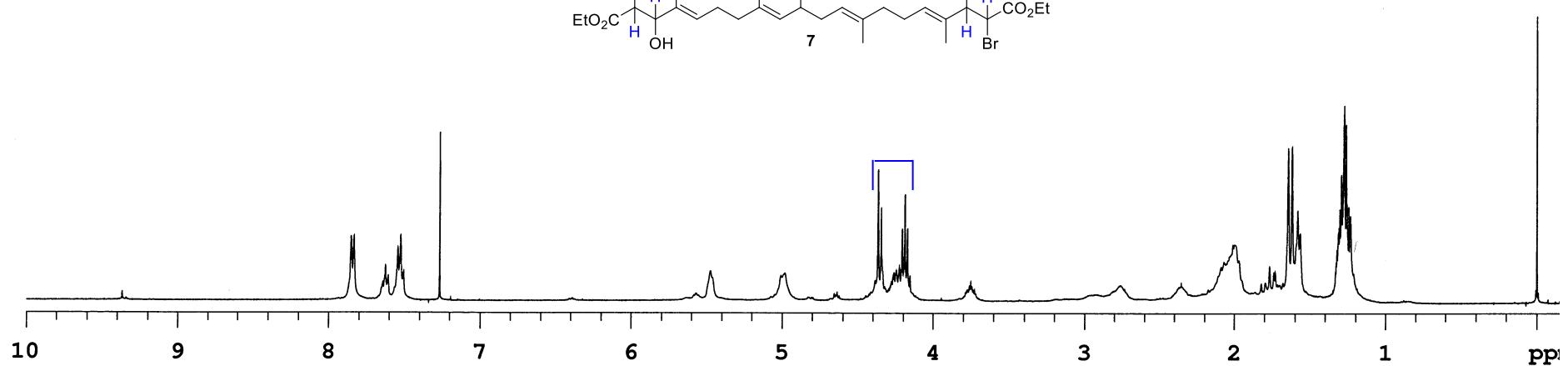
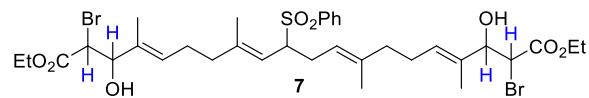
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Compound Abbreviation List	pS1
LDA: Lithium Diisopropylamide	
LiHMDS: Lithium Hexamethyldisilazide or [Lithium bis(trimethylsilyl)amide]	
KHMDS: Potassium Hexamethyldisilazide or [Potassium bis(trimethylsilyl)amide]	
DBU: 1,8-Diazabicyclo[5.4.0]undec-7-ene	
BT-sulfone: Benzo[<i>d</i>]thiazol-2-yl-sulfone	
PPTS: Pyridinium <i>para</i> -toluene sulfonate	
MOM: Methoxymethyl	
¹ H-NMR and ¹³ C-NMR spectra	pS2-S14.

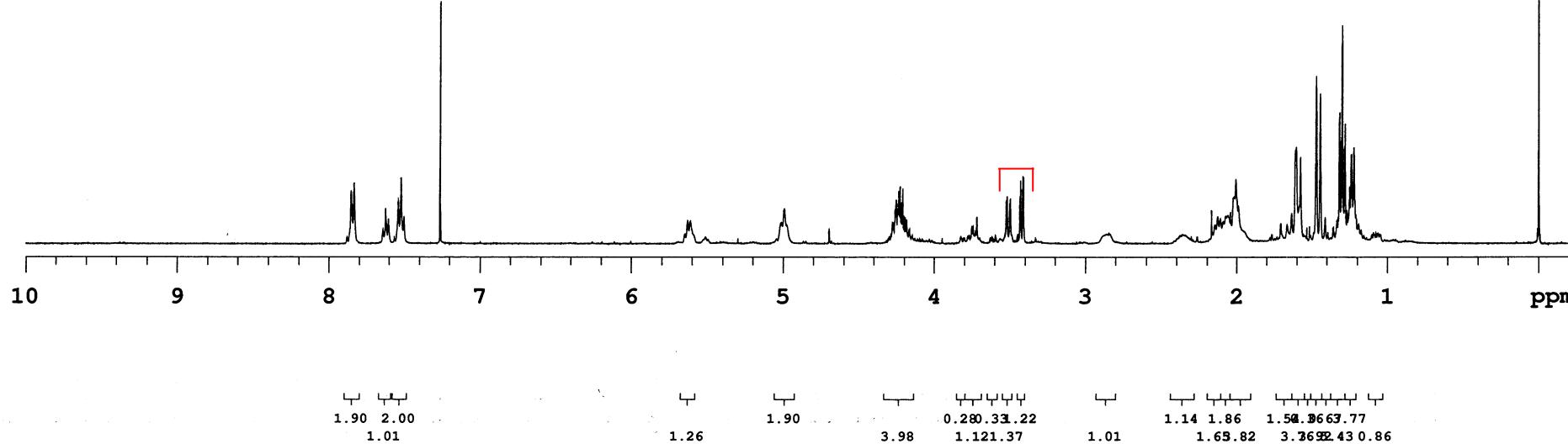
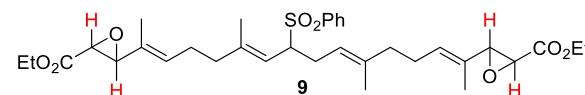
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 Pulse Sequence: PROTON (s2pul)
 Solvent: cdcl3
 Data collected on: Dec 6 2018



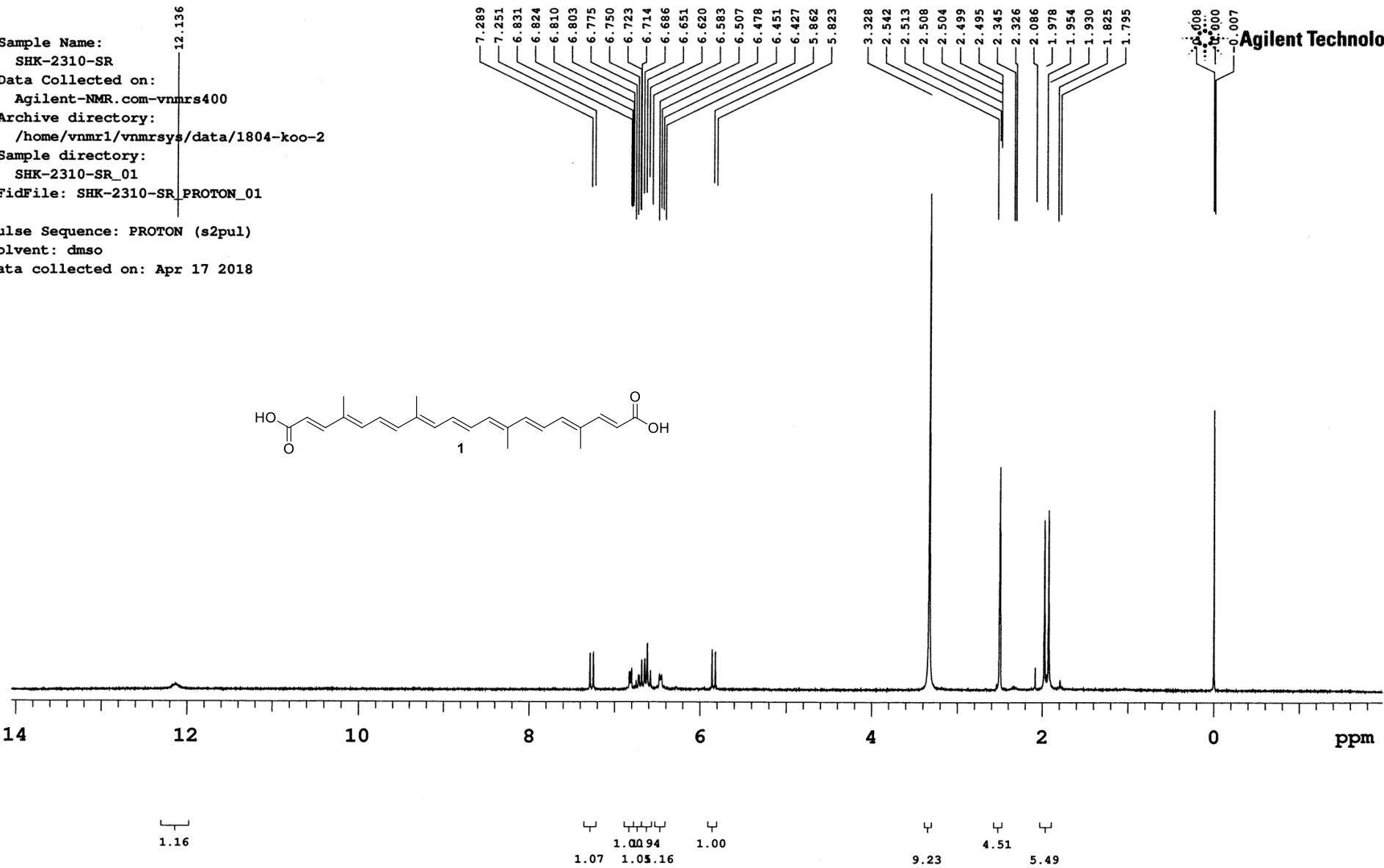
2.00	2.05	1.05	1.12	1.76	1.11	0.86	1.51	7.11	4.19	8.37
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FidFile: KDH-930-43_PROTON_01

Pulse Sequence: PROTON (s2pul)
Solvent: cdc13
Data collected on: Dec 6 2018



Sample Name: SHK-2310-SR
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 Archive directory: /home/vnmr1/vnmrsys/data/1804-koo-2
 Sample directory: SHK-2310-SR_01
 FidFile: SHK-2310-SR.PROTON_01
 Pulse Sequence: PROTON (s2pul)
 solvent: dmso
 data collected on: Apr 17 2018

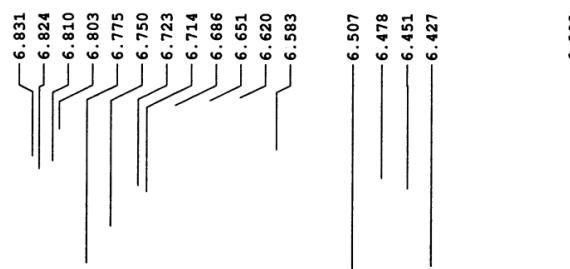


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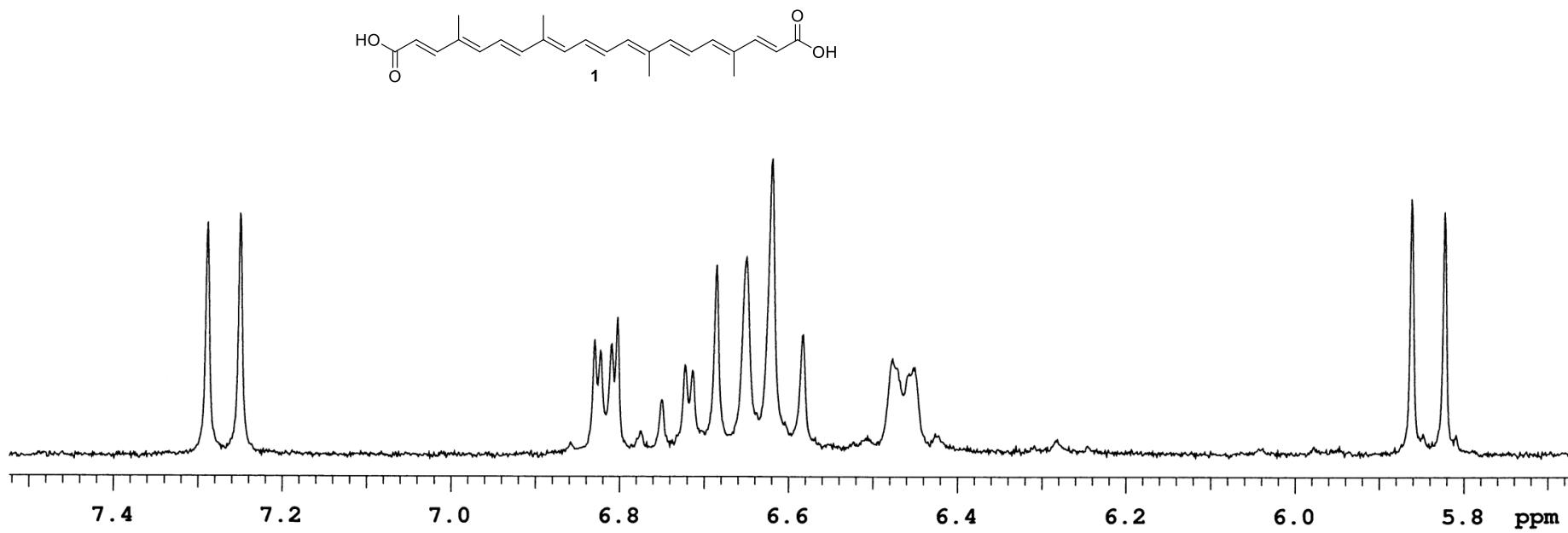
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Solvent: dmso
Data collected on: Apr 17 2018

—7.289
—7.251



8862
8823



1.07

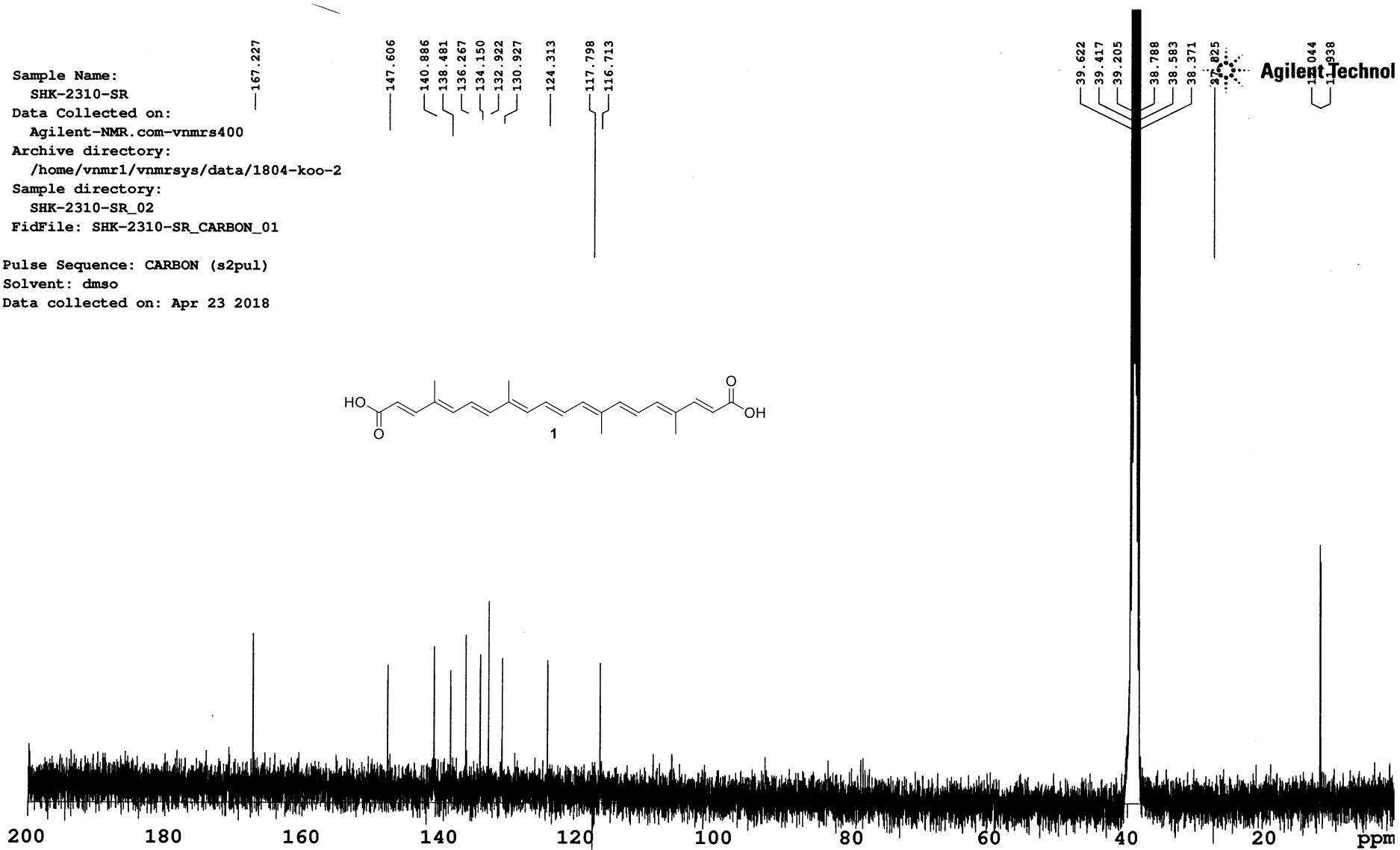
1.00 1.05 1.94

1.16

1.00

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SHK-2310-SR_02
Fidfile: SHK-2310-SR_CARBON_01

Pulse Sequence: CARBON (s2pul)
Solvent: dmso
Data collected on: Apr 23 2018



Sample Name:

KDH-1027-6

Data Collected on:

Agilent-NMR.com-vnmrs400

Archive directory:

/home/vnmr1/vnmrsys/data/1905-kco-2

Sample directory:

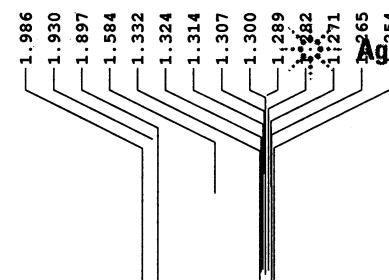
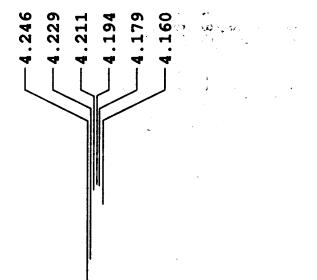
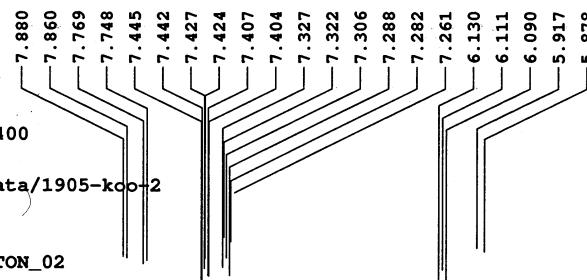
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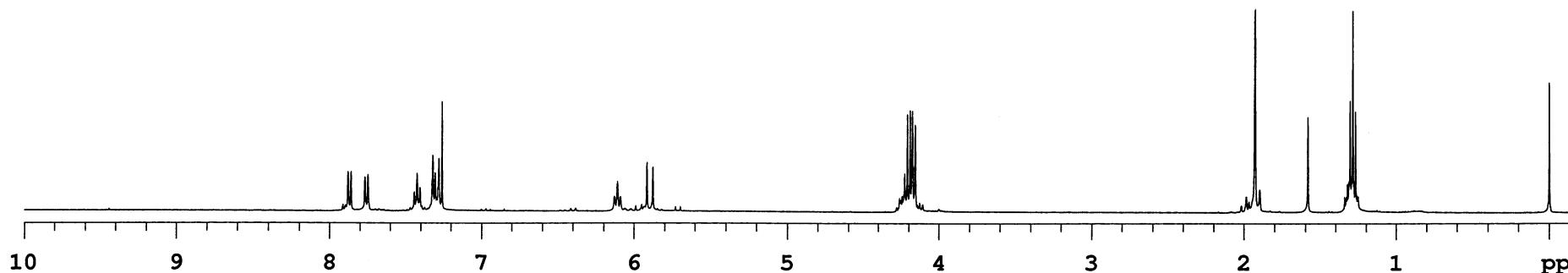
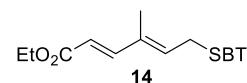
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Solvent: cdcl3

Data collected on: May 21 2019



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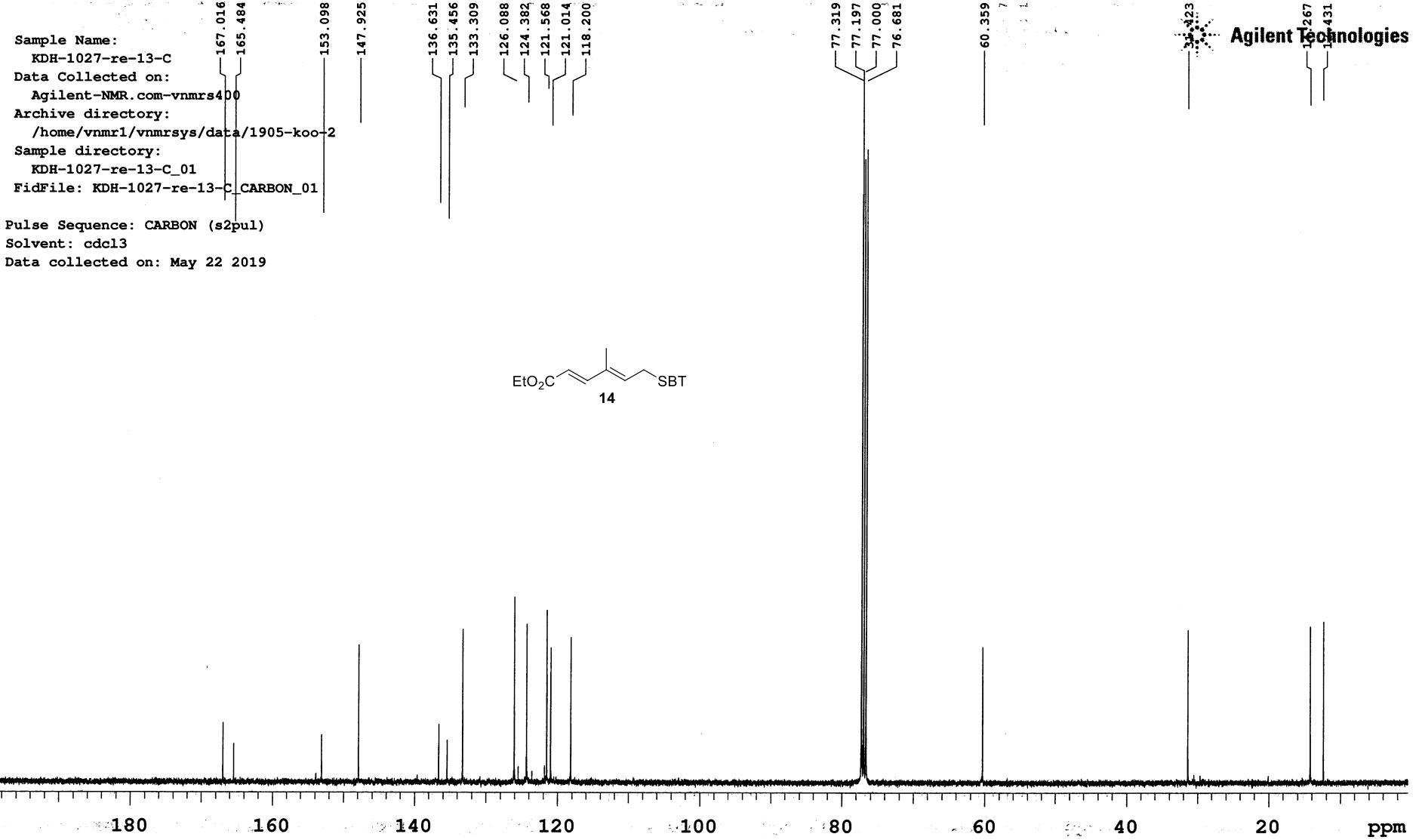


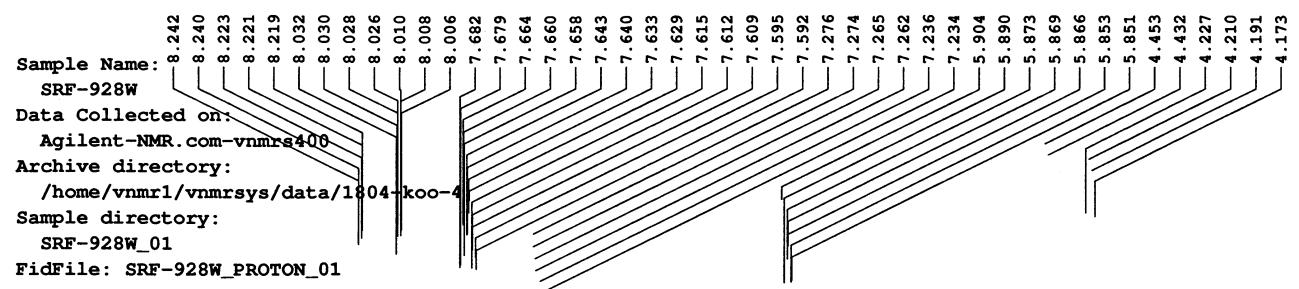
1.07
1.05
1.19
2.30

1.00
1.11

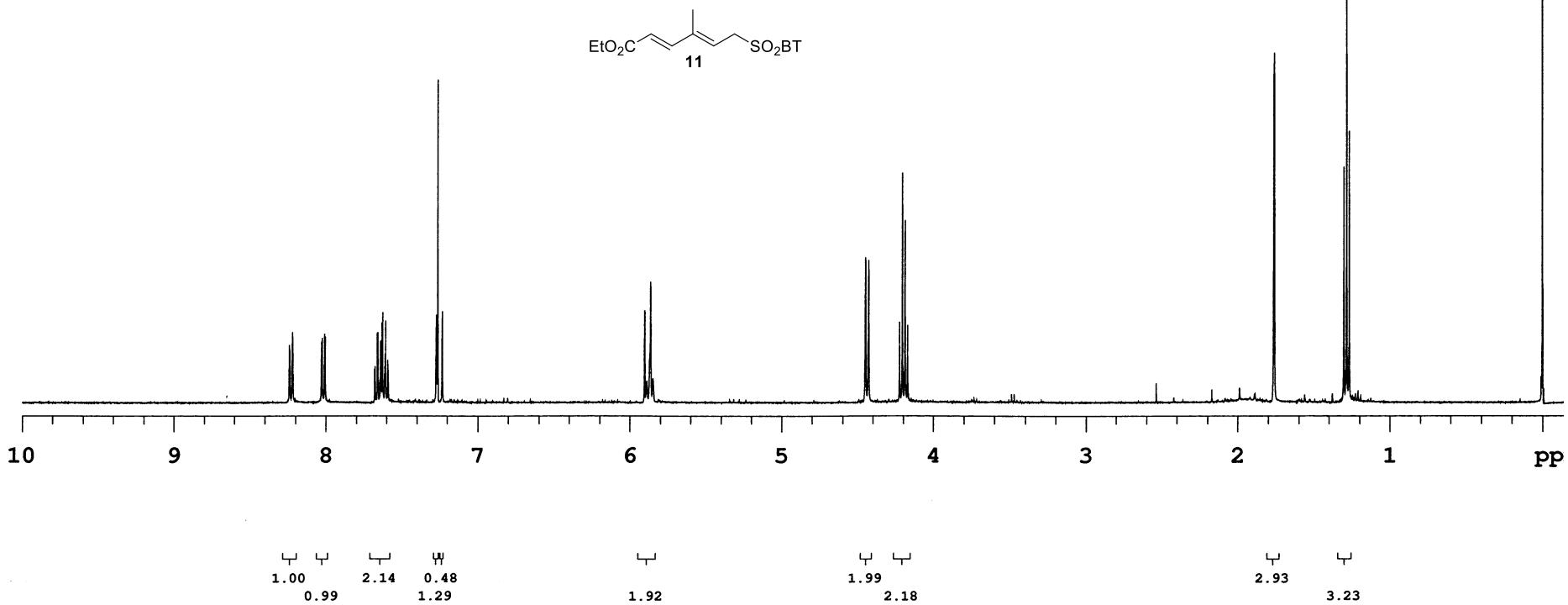
4.70

3.04
3.42





Pulse Sequence: PROTON (s2pul)
 Solvent: cdcl3
 Data collected on: Apr 10 2018



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Sample Name:

SRF-991_C

Data Collected on:

Agilent-NMR.com-vnmrs400

Archive directory:

/home/vnmr1/vnmrjsys/data/1812-koo-4

Sample directory:

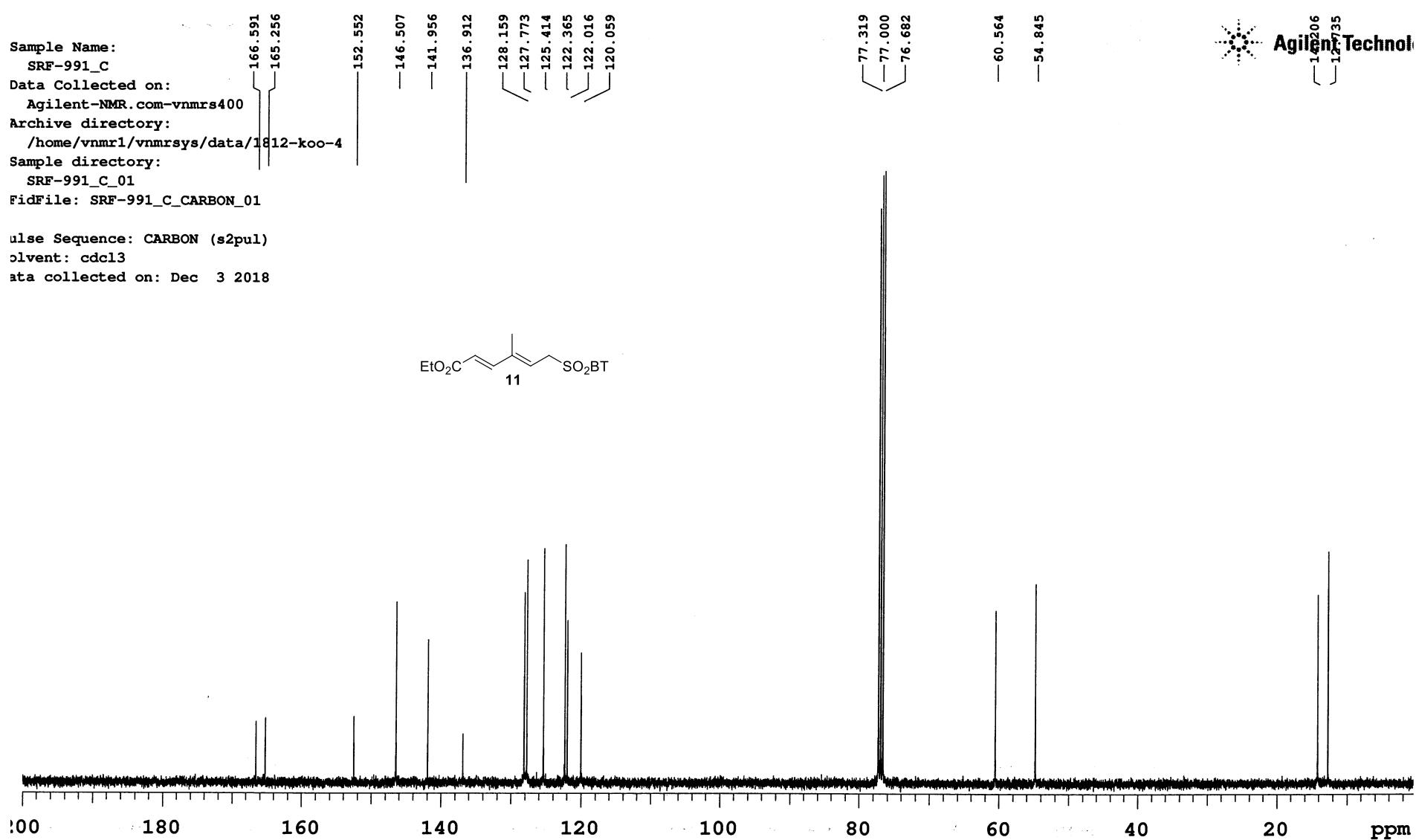
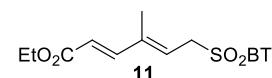
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Pulse Sequence: CARBON (s2pul)

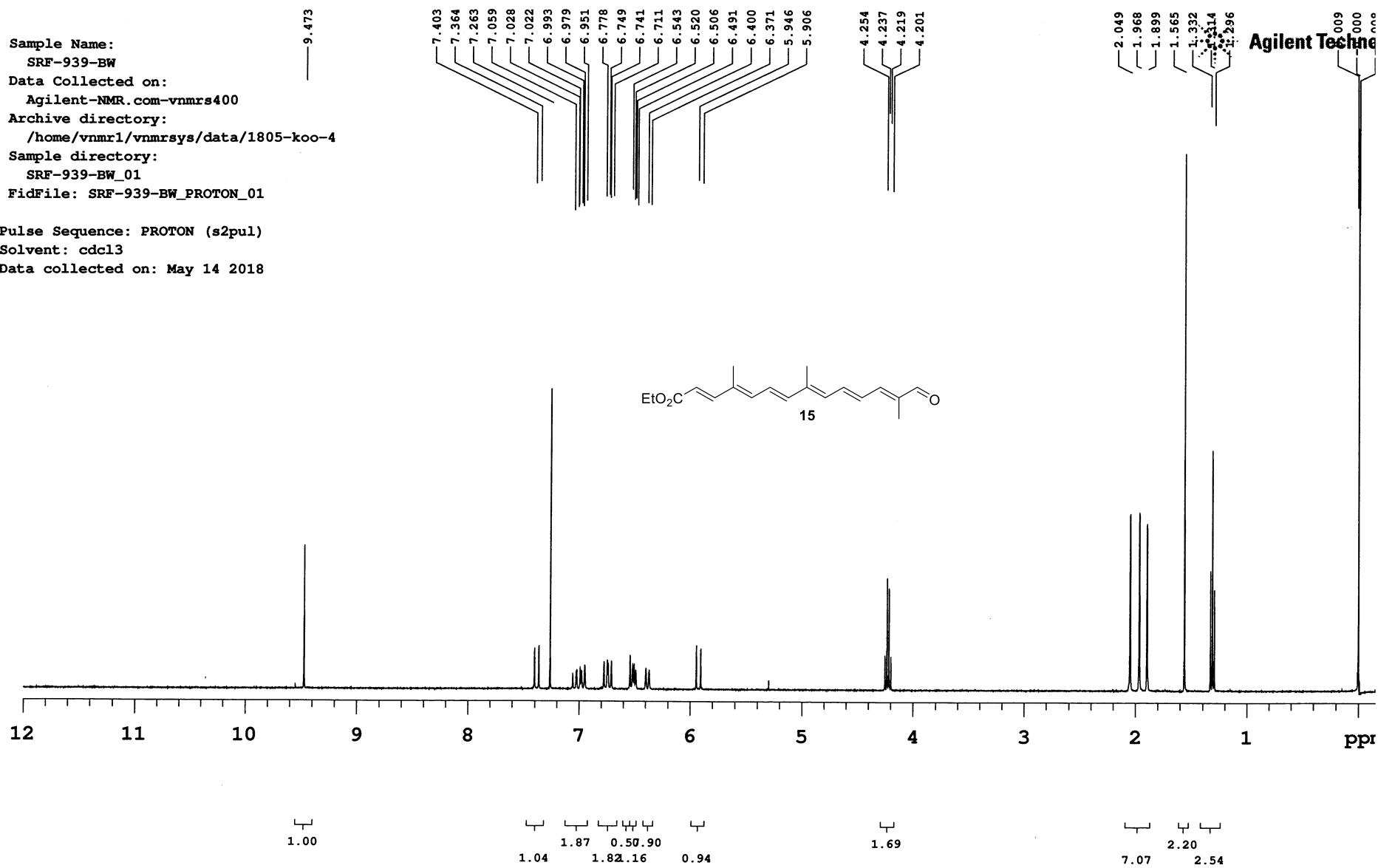
Solvent: cdc13

Data collected on: Dec 3 2018



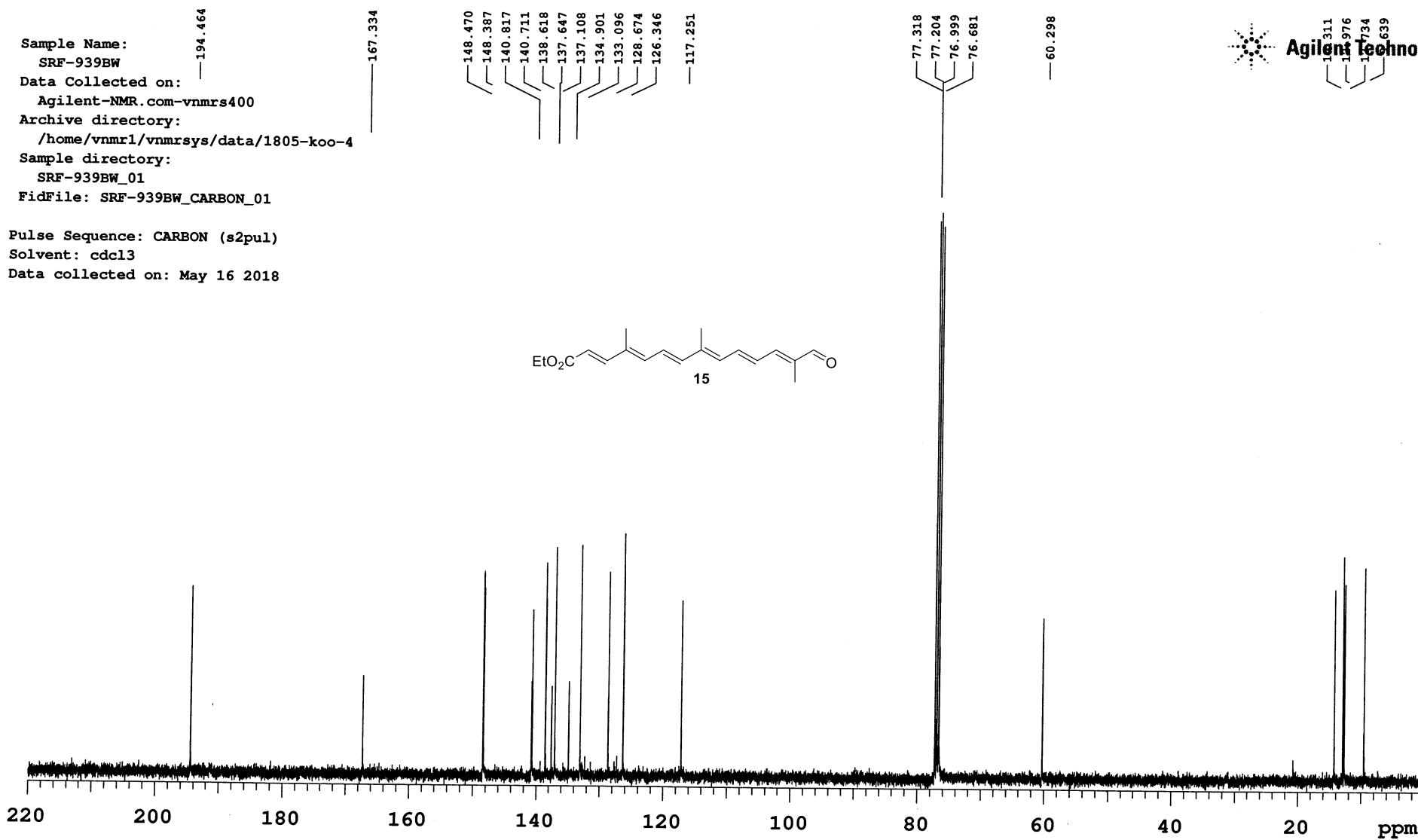
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Data Collected on: Agilent-NMR.com-vnmrs400
Archive directory: /home/vnmr1/vnmrjsys/data/1805-koo-4
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FidFile: SRF-939-BW_PROTON_01

Pulse Sequence: PROTON (s2pul)
Solvent: cdcl3
Data collected on: May 14 2018



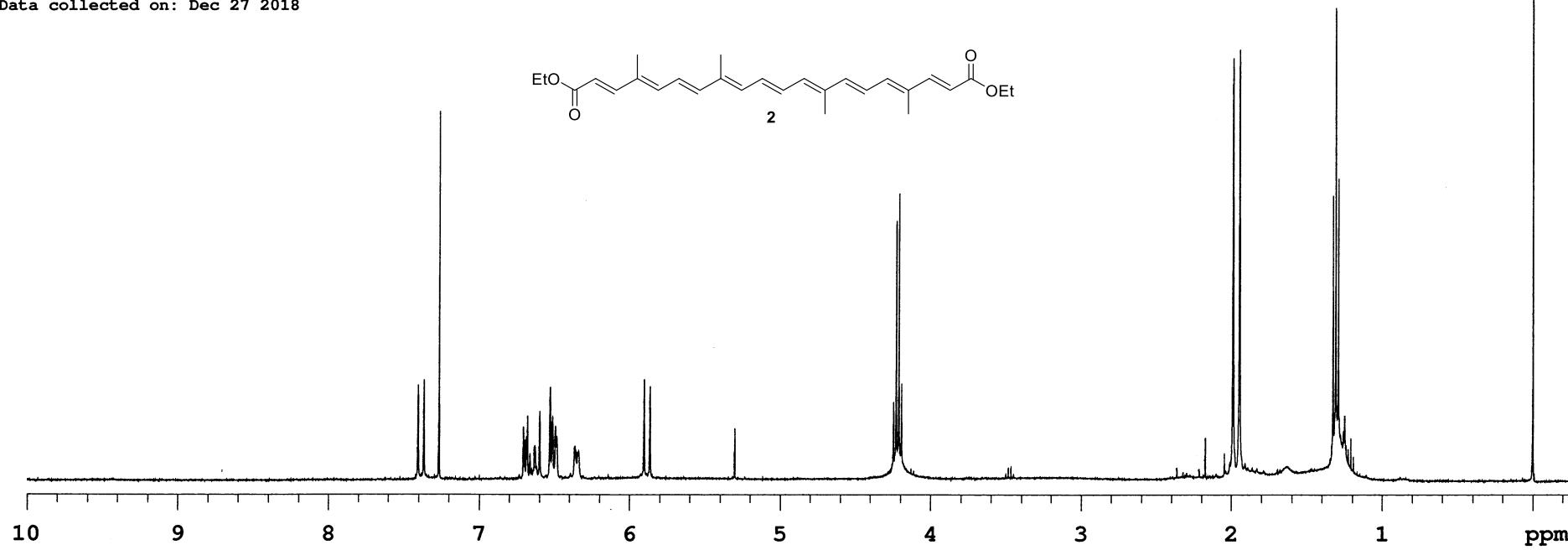
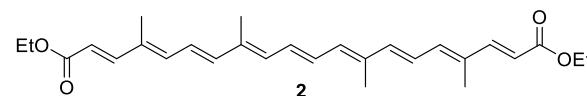
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Data Collected on:
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Archive directory:
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Sample directory:
SRF-939BW_01
FidFile: SRF-939BW_CARBON_01

Pulse Sequence: CARBON (s2pul)
Solvent: cdcl3
Data collected on: May 16 2018



```
Sample Name: SRF-1034-W4  
Data Collected on: Agilent-NMR.com-vnmrs400  
Archive directory: /home/vnmr1/vnmrsys/data/1812  
Sample directory: SRF-1034-W4_01  
FidFile: SRF-1034-W4_PROTON_01
```

Pulse Sequence: PROTON (s2pul)
Solvent: cdcl3
Data collected on: Dec 27 2018



1.19	0.532617	0.36				3.00	5.63
	0.068177	1.22		3.17			3.46

Sample Name:
SRF-947-SB1_C
Data Collected on:
Agilent-NMR.com-vnmrs400
Archive directory:
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Sample directory:
SRF-947-SB1_C_01
FidFile: SRF-947-SB1_C_CARBON_01

Pulse Sequence: CARBON (s2pul)
Solvent: cdcl3
Data collected on: Dec 3 2018

