## **Supporting Information**

## Electronic Excited States of Carotenoid Dyes Adsorbed on TiO<sub>2</sub>

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The following procedure was performed in order to partially account for the presence of low energy spectral form which contributes weakly to the absorption, but significantly stronger to the electroabsorption, and and to assess quantitatively the value of  $\Delta\mu$  for this form. Let us call the absorption and electroabsorption spectra with no acid added as A\_0% and D\_0%, and the spectra of free ATRA as A\_ATRA, D\_ATRA.

1. The absorption spectrum at a given acid content (X%) was fitted with a linear combination of the redshifted absorption spectrum of ATRA@TiO2 at 0% acid and the absorption spectrum of free ATRA:

(S1)

 $A_X\% = c_1 \cdot A_0\%(-shift) + c_2 \cdot A_ATRA$ 

2. Analogously, the corresponding electroabsorption spectrum was fitted with a linear combination of the redshifted electroabsorption of ATRA@TiO2 at 0% acid and the electroabsorption of free ATRA:  $D_X\% = d_1 \cdot D_0\%(-\text{shift}) + d_2 \cdot D_ATRA$  (S2)

If the ratio  $c_1/c_2$  were the same a  $d_1/d_2$  then it could be said that the long wavelength forms are represented in the electroabsorption spectrum strictly proportional to their contribution to the absorption. In the following it should be kept in mind that the electrochromism of adsorbed pigments consist merely of the second derivative of absorption. Thus if the ratio of fit coefficients

$$\frac{\frac{d_1}{d_2}}{\frac{c_1}{c_2}}$$
(S3)

is not the same in absorption and electroabsorption spectra, then the ratio:

represents the difference between the coefficient  $a_2$  (and thus  $\Delta \mu$ ) for the low energy form relative to the  $a_2$  and  $\Delta \mu$  obtained from the mean fit at 0% acid. More specifically, the ratio of  $\Delta \mu$ 's is the square root of the above expression.

The fits of absorption and electroabsorption spectra were performed for both ATRA and bixin at different acid contents and the results are shown in Figs. S1 and S2. Electroabsorption spectra are normalized to the same electric field intensity 1E5 V/cm. The thin lines are the experimental spectra and the thick dashed lines are the fits optimized with respect to the red shift of one of the fit components.

The results of the fitting procedure are collected in Table S1. The mean values in the last column indicate the always higher contribution of the low energy form if we adjust its red shift in the electroabsorption spectra. The mean ratio in the last column translates into  $\approx 1.16$  times larger values of  $\Delta \mu$  for ATRA and bixin. A separate assessment of the electrochromism of the low energy form would give larger increases in  $\Delta \mu$ .

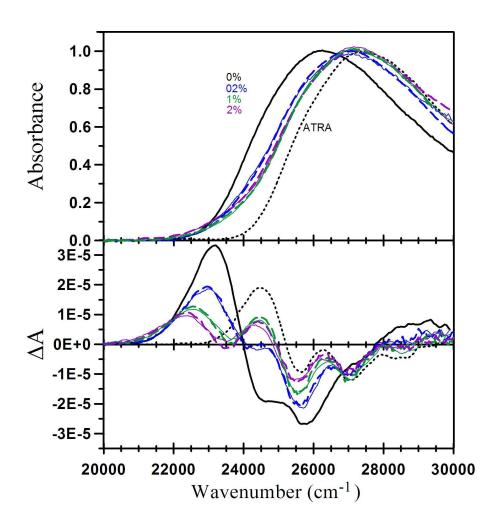


Fig. S1. Fit results for all-trans retinoic acid (ATRA) at  $TiO_2$  in the presence of acetic acid (concentrations indicated in the figure).

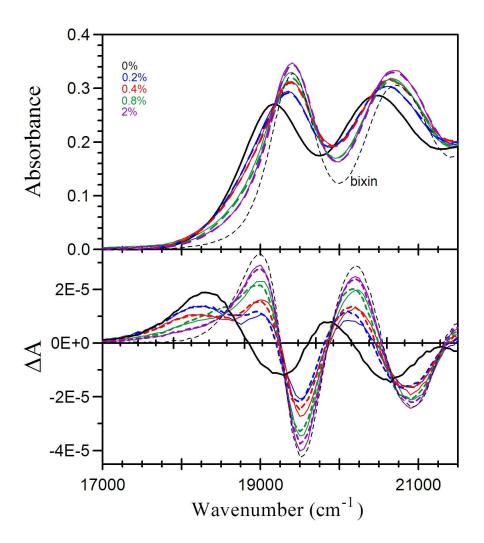


Fig. S2. Fit results for  $bixin@TiO_2$  in the presence of acetic acid (concentrations indicated in the figure).

Table S1

| ATRA @ TiO <sub>2</sub>                                 | $(c_1/c_2)$<br>$(d_1/d_2)$ | $(d_1/d_2)/(c_1/c_2)$ |
|---|----------------------------|-----------------------|
| A_0.2% = 0.447*A_0%(-250) + 0.605*A_ATRA                | 0.739                      | 1.357                 |
| D_0.2% = 0.566*D_0%(-250) + 0.564*D_ATRA                | 1.003                      |                       |
| $A_1\% = 0.260*A_0\%(-600) + 0.805*A_ATRA$              | 0.323                      | 1.343                 |
| $D_1\% = 0.375*D_0\%(-600) + 0.864*D_ATRA$              | 0.434                      |                       |
| $A_2\%B = 0.261*A_0\%(-800) + 0.820*A_ATRA$             | 0.317                      | 1.375                 |
| D_2%B = 0.310*D_0%(-800) + 0.731*D_ATRA                 | 0.436                      |                       |
|   |                            | mean: 1.358           |
| BIXIN @ TiO <sub>2</sub>                                |                            |                       |
| $A_0.2\% = 0.532*A_0\%(-150) + 0.564*A_BIXIN$           | 0.943                      | 1.253                 |
| $D_{0.2\%} = 0.650*D_{0\%}(-150) + 0.550*D_{BIXIN}$     | 1.182                      |                       |
| $A_0.4\% = 0.427*A_0\%(-200) + 0.704*A_BIXIN$           | 0.606                      | 1.257                 |
| $D_{0.4\%} = 0.48*D_{0\%}(-200) + 0.630*D_{BIXIN}$      | 0.762                      |                       |
| $A_0.8\% = 0.277*A_0\%(-200) + 0.816*A_BIXIN$           | 0.339                      | 1.572                 |
| $D_{0.8\%} = 0.400 * D_{0\%}(-200) + 0.750 * D_{BIXIN}$ | 0.533                      |                       |
| $A_2\% = 0.177*A_0\%(-250) + 0.953*A_BIXIN$             | 0.186                      | 1.258                 |
| $D_2\% = 0.211*D_0\%(-200) + 0.902*D_BIXIN$             | 0.234                      |                       |
|   |                            | mean: 1.335           |