**Supporting Information**.

## Polyolefin-supported hydrogels for selective cleaning treatments of paintings

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Figure S1: Synthetic pathways for the Ecosurf EH-n acrylates (EO-nA).



**Figure S2:** Synthesis scheme for the preparation of PAM copolymers with embedded Brij 35 or Ecosurf surfactant moieties.



Figure S3: <sup>1</sup>H-NMR spectrum of TritonX100 acrylate (TXA) in CDCl<sub>3</sub>.



Figure S4: <sup>1</sup>H-NMR spectrum of Brij35 acrylate (B35A) in CDCl<sub>3</sub>.



Figure S5: <sup>1</sup>H-NMR spectrum of Ecosurf EH-3 acrylate (EO-3A) in CDCl<sub>3</sub>.



Figure S6: <sup>1</sup>H-NMR spectrum of Ecosurf EH-9 acrylate (EO-9A) in CDCl<sub>3</sub>.



Figure S8: <sup>1</sup>H-NMR spectrum of Brij35 methacrylate (B35M) in acetonitrile-d3.



AM<sub>94</sub>:TXA<sub>5</sub>:BPAAm<sub>1</sub> in DMSO-d<sub>6</sub> + 1 droplet of D<sub>2</sub>O.



**Figure S10:** <sup>1</sup>H-NMR spectrum of PAMX methacrylate terpolymer with a composition of AM<sub>94</sub>:TXM<sub>5</sub>:BPAAm<sub>1</sub> in DMSO-d<sub>6</sub> + 1 droplet of D<sub>2</sub>O.



**Figure S11:** <sup>1</sup>H-NMR spectrum of the PAMB methacrylate terpolymer with a composition of AM<sub>94</sub>:B35M<sub>5</sub>:BPAAm<sub>1</sub> in DMSO-d<sub>6</sub>



**Figure S12:** <sup>1</sup>H-NMR spectrum of the PAMB-MAA quadropolymer with a composition of AM<sub>89</sub>:B35A<sub>5</sub>:MAA<sub>5</sub>:BPAAm<sub>1</sub> in DMSO-d<sub>6</sub>



**Figure S13:** <sup>1</sup>H-NMR spectrum of the PAM-EO3 terpolymer with a composition of AM<sub>94</sub>:EOA3<sub>5</sub>:BPAAm<sub>1</sub> in DMSO-d<sub>6</sub>



**Figure S14:** <sup>1</sup>H-NMR spectrum of the PAM-EO9 terpolymer with a composition of AM<sub>94</sub>:EOA9<sub>5</sub>:BPAAm<sub>1</sub> in DMSO-d<sub>6</sub>



Figure S15: Setup for the stability tests of the PE-PAM sheet with adhesive tape.



**Figure S16:** AFM measurements of a cut PAMB layer on a HMDS-coated glass substrate, prepared under the same conditions as the PE-supported PAM films, but without corona pre-treatment.



(a) side view of glass slide with PAMB layer

(b) side view of PAMB layer only



(c) top view of cut PAMB layer

(d) top view of PAMB layer edge

**Figure S17:** Optical micrographs of PAMB layers on HMDS-coated glass substrates, prepared under the same conditions as the PE-supported PAM films, but without corona pre-treatment.