



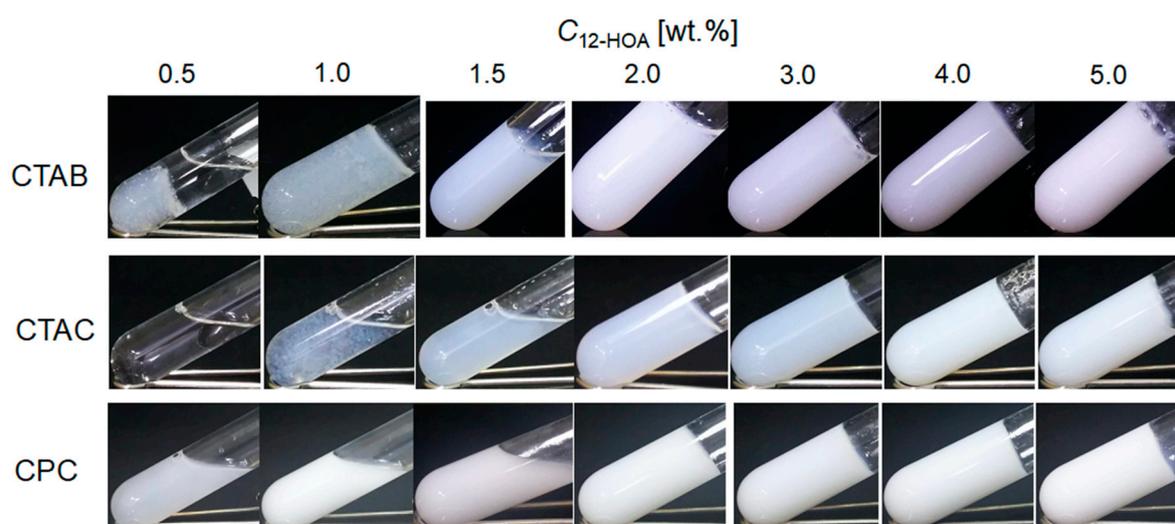
## Supplementary Materials

# Effect of Cationic Head Group on Cationic Surfactant-Based Surfactant Mediated Gelation (SMG)

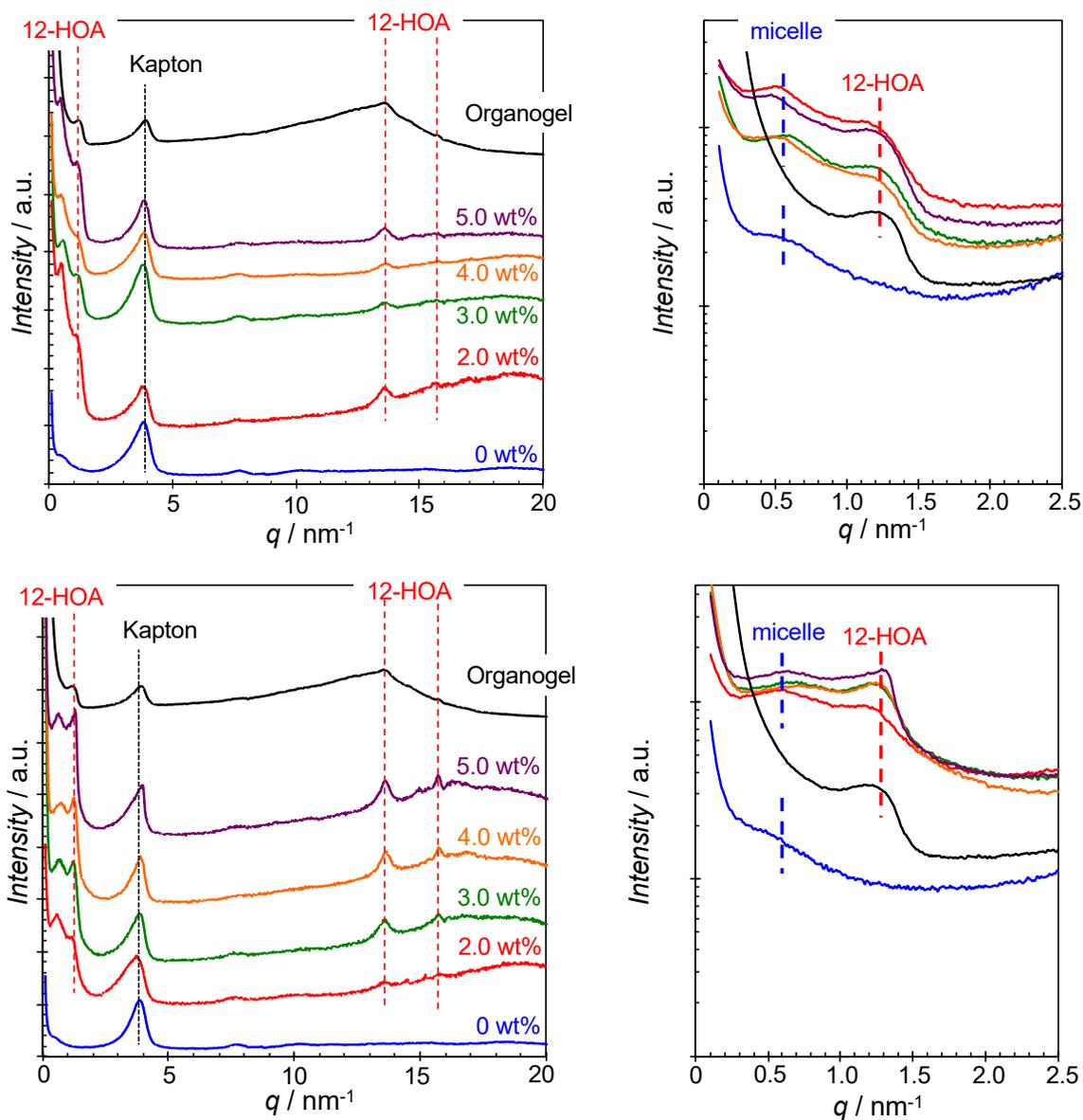
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**Figure S1** Photos of the hydrogel samples in the water/surfactant/12-hydroxyoctadecanoic acid (12-HOA) systems at different 12-HOA concentrations. Surfactant concentration in the system was fixed at 0.15 M. Flowable and non-flowable samples are indicated as “sol” and “gel” in Table 1, respectively. Note that the sample in the CTAB system at  $C_{12\text{-HOA}} = 1.0$  wt.% was seemed as non-flowable, however we judged as a “sol” sample because it was easily flowable with a slight shock.



**Figure S2** SAXS and WAXS curves of the hydrogels in the CTAC (upper) and CPC (lower) systems, the nongelled surfactant micellar solutions and the organogels (n-decane/12-HOA,  $C_{12\text{-HOA}} = 3.0 \text{ wt.}\%$ ) at  $25 \text{ }^\circ\text{C}$ . The small angle peaks at around  $q = 4 \text{ nm}^{-1}$  are from Kapton window.

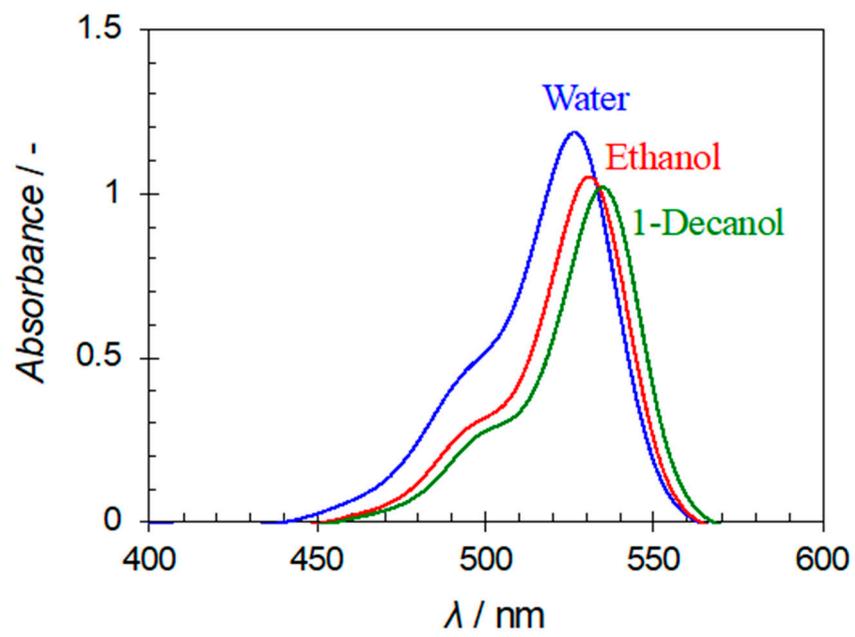
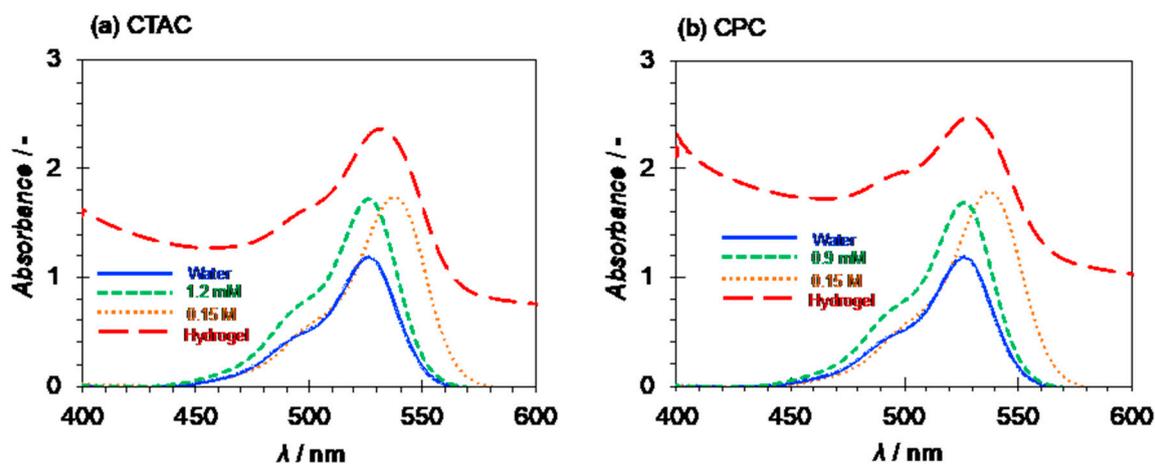


Figure S3 UV-vis spectra of rhodamine 6G in different solvent at 25 °C



**Figure S4** (a) Absorption spectra of rhodamine 6G in water ( $1.3 \times 10^{-5}$  M), in aqueous CTAC solutions ( $1.2 \times 10^{-3}$  and 0.15 M, below and above CMC, respectively) and in the hydrogel (CTAC, 0.15 M;  $C_{12\text{-HOA}} = 1.5$  wt.%) at 25 °C. (b) Absorption spectra of rhodamine 6G in water ( $1.3 \times 10^{-5}$  M), in aqueous CPC solutions ( $9 \times 10^{-4}$  and 0.15 M, below and above CMC, respectively) and in the hydrogel (CPC, 0.15 M;  $C_{12\text{-HOA}} = 2.0$  wt.%) at 25 °C.

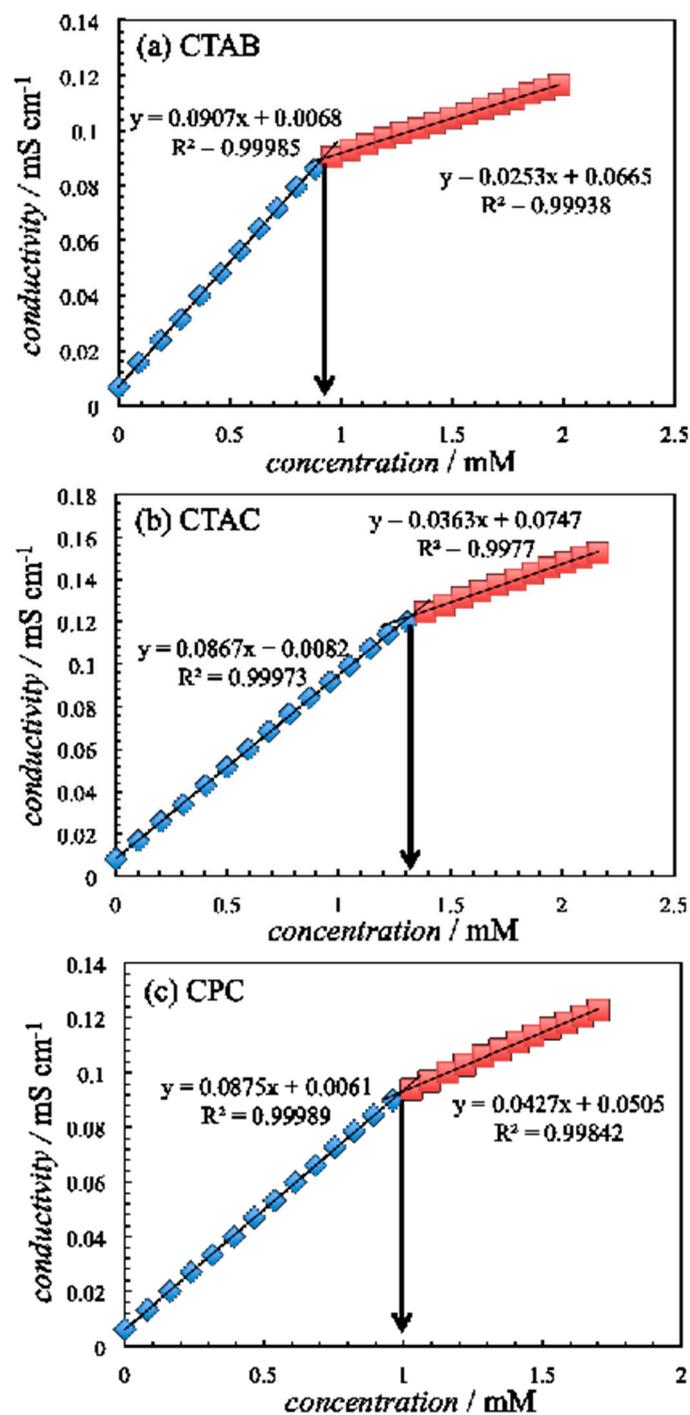


Figure S5 Specific conductivity is plotted against surfactant concentration at 25 °C

(a) CTAB, (b) CTAC, (c) CPC