## Supporting Information

## Monitoring the instant creation of a new fluorescent product for evaluation of DNA

## conformation based on intercalation complex

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Fig. S1: Fluorescence spectra of EtBr in aqueous solution depending on excitation wavelength



**Fig. S2:** Fluorescence spectra of HE (a) and EtBr (b) in DMSO solution upon excitation at 350 nm.



**Fig. S3:** Fluorescence spectra of EtBr in aqueous solution with APS depending on excitation wavelength.



Fig. S4: Fluorescence spectra of EtBr in aqueous solution containing APS and TEMED upon excitation wavelength.



Fig. S5: Fluorescence spectra of EtBr in 1 M DMAA solution with APS upon excitation wavelength.



**Fig. S6:** Fluorescence spectra of EtBr in 1 M DMAA solution with APS and TEMED upon excitation wavelength.



Fig. S7: Fluorescence spectra of EtBr in 2% DNA with APS and TEMED upon excitation wavelength.



Fig. S8: Fluorescence spectra of EtBr in 2% DNA with APS and TEMED upon excitation wavelength.



**Fig. S9:** Time-dependent changes in fluorescence spectra of the fluorescent product formed during reduction of EtBr in solution containing DMAA, APS, TEMED and XLS upon excitation wavelength.