Supporting Information

Cytotoxicity and Modulation of Cancer-Related Signaling by (Z)- and (E)- 3,4,3',5'-Tetramethoxystilbene Isolated from *Eugenia rigida*

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Table S1. ¹H and ¹³C NMR Data of Compounds **1** and **2**^a

position	1			2		
	δ_{C}	δ_{H} (J, Hz)	HMBC	δ_{C}	δ_{H} (J, Hz)	HMBC
1	129.7, C	-	-	130.2, C	-	-
2	111.8, CH	6.83 d (1.2)	3, 4, 6, α	108.8, CH	7.07 d (1.8)	3, 4, 6, α
3	148.3, C	-	-	149.1, C	-	-
4	148.2, C	-	-	149.0, C	-	-
5	110.7, CH	6.75 d (8.0)	1, 3, 4, 6	111.2, CH	6.86 d (8.4)	1, 3, 4, 6
6	122.0, CH	6.84 dd (8.0, 1.2)	2, 4, α	120.0, CH	7.05 dd (8.4, 1.8)	2, 4, α
1'	139.5, C	-	-	139.5, C	-	-
2'	106.6, CH	6.46 d (2.1)	3', 4', 6', β	104.3, CH	6.66 d (2.4)	3', 4', 6', β
3'	160.6, C	-	-	161.0, C	-	-
4'	99.6, CH	6.32 t (2.1)	2', 3', 5', 6'	99.7, CH	6.39 t (2.4)	2', 3', 5', 6'
5'	160.6, C	-	-	161.0, C	-	-
6'	106.6, CH	6.46 d (2.1)	2', 4', 5', β	104.3, CH	6.66 d (2.4)	2', 4', 5', β
α	130.3, CH	6.52 d (12.1)	1, 1', 2, 6, β	129.0, CH	7.03 d (16.2)	1, 1', 2, 6, β
β	128.8, CH	6.47 d (12.1)	1, 2', 1', 6', α	126.8, CH	6.91 d (16.2)	1, 2', 1', 6', α
OMe-3	55.8, CH ₃	3.64 s	3	55.86, CH ₃	3.95 s	3
OMe-4	55.5, CH ₃	3.86 s	4	55.93, CH ₃	3.9 s	4
OMe-3'	55.3, CH ₃	3.68 s	3'	55.3, CH ₃	3.83 s	3'
OMe-5'	55.3, CH ₃	3.68 s	5'	55.3, CH ₃	3.83 s	5'

^a¹H and ¹³C data are in agreement with those published previously,¹²⁻¹⁵ and the data for **2** presented here to compare with **1**.

Table S2. List of Vectors Used in Transfection and Luciferase Assays

Relevant Pathways	Name and description of the vector	Source
STAT3	STAT3(1) Luciferase Reporter vector (pSTAT3-luc)	Affymetrix Inc., Santa Clara, CA (Panomics) (Cat. #. LR0077)
SMAD3/4	SMAD Luciferase Reporter vector (pSMAD-luc)	Affymetrix Inc., Santa Clara, CA (Panomics) (Cat.# LR0116)
NF- κ B	Nuclear factor NF- κ B reporter construct contained 2 copies of this element from the immunoglobulin K promoter (pBIIXLUC)	Gift from Dr. Riccardo Dalla-Favera (Chang et al., 1994) ²²
AP-1	Four copies of a synthetic AP-1 binding Ste (TGAGTCA) inserted into the Bgl II Ste of p1A1-LUC.	P1A1-Luc described in Subbaramaiah et al., 2001. ²³
ETS	Two copies of the inverted repeat Ets2 binding Ste (GACCGGAAGTAGTTCGGTTC) inserted into the Bgl II Ste of p1A1-LUC.	P1A1-Luc described in Subbaramaiah et al., 2001. ²³
E2F	Two copies of the E2F binding Ste (TTTCGCGC) inserted into the Bgl II Ste of p1A1-LUC.	P1A1-Luc described in Subbaramaiah et al., 2001. ²³
Myc	Contains four copies of the Myc-Max binding Ste (CACGTG) upstream of the minimal SV40 promoter.	pGL2M4Luc was a gift from D.E. Ayer described in Laherty et al., 1997. ²⁴
pTK control	TA-luc (Empty Control) Luciferase Reporter Vector	Affymetrix Inc., Santa Clara, CA (Panomics) (Cat. #. LR0000)
Notch	The region from -76 to -37 (two head to head CSL binding Stes) of the human Hes1 promoter inserted into TA-Luc Control.	TA-Luc Control LR-2200 (SgnoSs Inc., Sunnyvale, CA)
FoxO	Forkhead box O1 (pFKHR-Luc)	SgnoSs Inc., Sunnyvale, CA (Cat.# LR 2037)
Wnt	TOPflash (TCF reporter plasmid)	EMD Millipore Corporation, Billerica, MA (Cat. #. 21-170)
Hedgehog	GLI zinc finger transcription factor (pGli1-Luc)	SgnoSs Inc, Sunnyvale, CA (Cat.# LR-2095)

S3: HRESMS spectrum of (Z)-3,4,3',5'-tetramethoxystilbene (**1**)

S4: UV spectrum of (Z)-3,4,3',5'-tetramethoxystilbene (**1**) [MeOH]

S5: IR spectrum of (Z)-3,4,3',5'-tetramethoxystilbene (**1**)

S6: ^1H NMR spectrum of (Z)-3,4,3',5'-tetramethoxystilbene (**1**) [400 MHz, CDCl_3]

S7: ^{13}C NMR spectrum of (Z)-3,4,3',5'-tetramethoxystilbene (**1**) [100 MHz, CDCl_3]

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S9: HMQC spectrum of (Z)-3,4,3',5'-tetramethoxystilbene (**1**) [400 MHz, CDCl₃]

S10: HMBC spectrum of (Z)-3,4,3',5'-tetramethoxystilbene (**1**) [400 MHz, CDCl_3]

S11: NOESY spectrum of (Z)-3,4,3',5'-tetramethoxystilbene (**1**) [400 MHz, CDCl_3]

S12: HRESMS spectrum of (*E*)-3,4,3',5'-tetramethoxystilbene (**2**)

S13: UV spectrum of (*E*)-3,4,3',5'-tetramethoxystilbene (**2**) [MeOH]

S14: IR spectrum of (*E*)-3,4,3',5'-tetramethoxystilbene (**2**)

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S25: : APCI Positive spectrum of 2,3,5,7-tetramethoxyphenanthrene (5)

S26: UV spectrum of 2,3,5,7-tetramethoxyphenanthrene (**5**)

S27: ^1H NMR spectrum of photoisomerization reaction Mixture of (1), (2) and (5).