

## Theoretical approaches for predicting the color of rigid dyes in solution

Stefania Di Tommaso<sup>1</sup>, Diane Bousquet<sup>1</sup>, Delphine Moulin<sup>2</sup>, Frédéric Baltenneck<sup>2</sup>,  
Priscilla Riva<sup>2</sup>, Hervé David<sup>2</sup>, Aziz Fadli<sup>2</sup>, Jérôme Gomar<sup>2</sup>, Ilaria Ciofini<sup>1</sup>, Carlo  
Adamo<sup>1,3</sup>

<sup>1</sup>*Chimie ParisTech, PSL Research University, CNRS, Institut de Recherche de Chimie  
Paris, 75005 Paris, France*

<sup>2</sup>*L'Oréal, Research and Innovation, 1 Avenue Eugène Schueller, 93601 Aulnay-sous-  
Bois, France*

<sup>3</sup>*Institut Universitaire de France, 103 Boulevard Saint Michel, F-75005 Paris,  
France*

*E-mail : j.gomar@rd.loreal.com*

Aiming at developing an affordable and easily implementable computational protocol for routine prediction of spectral properties of rigid molecular dyes [1], a computational approach based on DFT and TD-DFT in conjunction with a vibronic treatment for band shape prediction and a polarizable continuum model for solvent description is shown to provide good accuracy in perceived colors of structurally rigid molecules considered as prototype for families of dyes of industrial relevance [2]. In order to evaluate the accuracy of the computational protocol proposed not only absorption maxima and band shape profiles were compared but also LAB colorimetric characteristic of the dyes. The latter led to quantitatively evaluate the errors in predicted color and to quantify the sensation of 'difference in color'. The results show that a mixed protocol, implying the use of a global hybrid functional for the prediction of adiabatic energy differences and a range separated hybrid for the prediction of potential energy curvature, allows perceived colors to be quantitatively predicted, as demonstrated by the comparison of L\*a\*b\* colorimetric parameters obtained from computed and experimental spectra [3].

### References

- [1] Jacquemin, D.; Brémond, E.; Planchat, A.; Ciofini, I.; Adamo, C. *J. Chem. Theory Comput.* **2011**, 7, 1882-1892.
- [2] Griffiths, J. *Colour and Constitution of Organic Molecules*; Academic Press: London, 1976.
- [3] Di Tommaso, S.; Bousquet, D.; Moulin, D.; Baltenneck, F.; Riva, P.; David, H. ; Fadli, A. ; Gomar, J.; Ciofini, I.; Adamo, C. *J. Comput. Chem.* **2017**, DOI: 10.1002/jcc.24774.