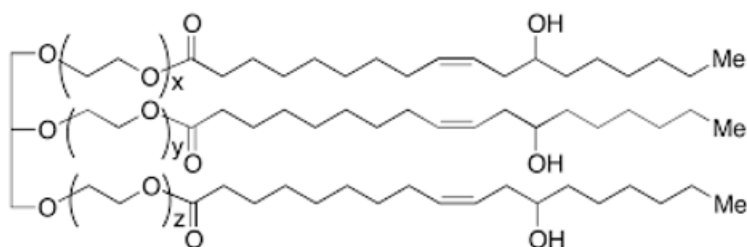
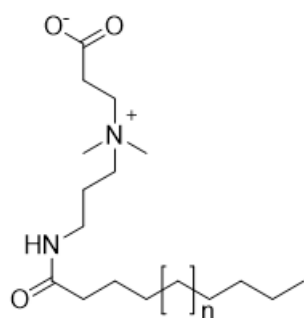


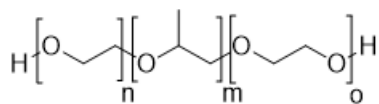
Cetylpyridinium chloride (CPC)



Cremophor (4500Da)



Tegobetaine (P407) (500Da)



**Figure S1.** Structure of CPC (with assigned protons used throughout paper) and the block co-polymers.

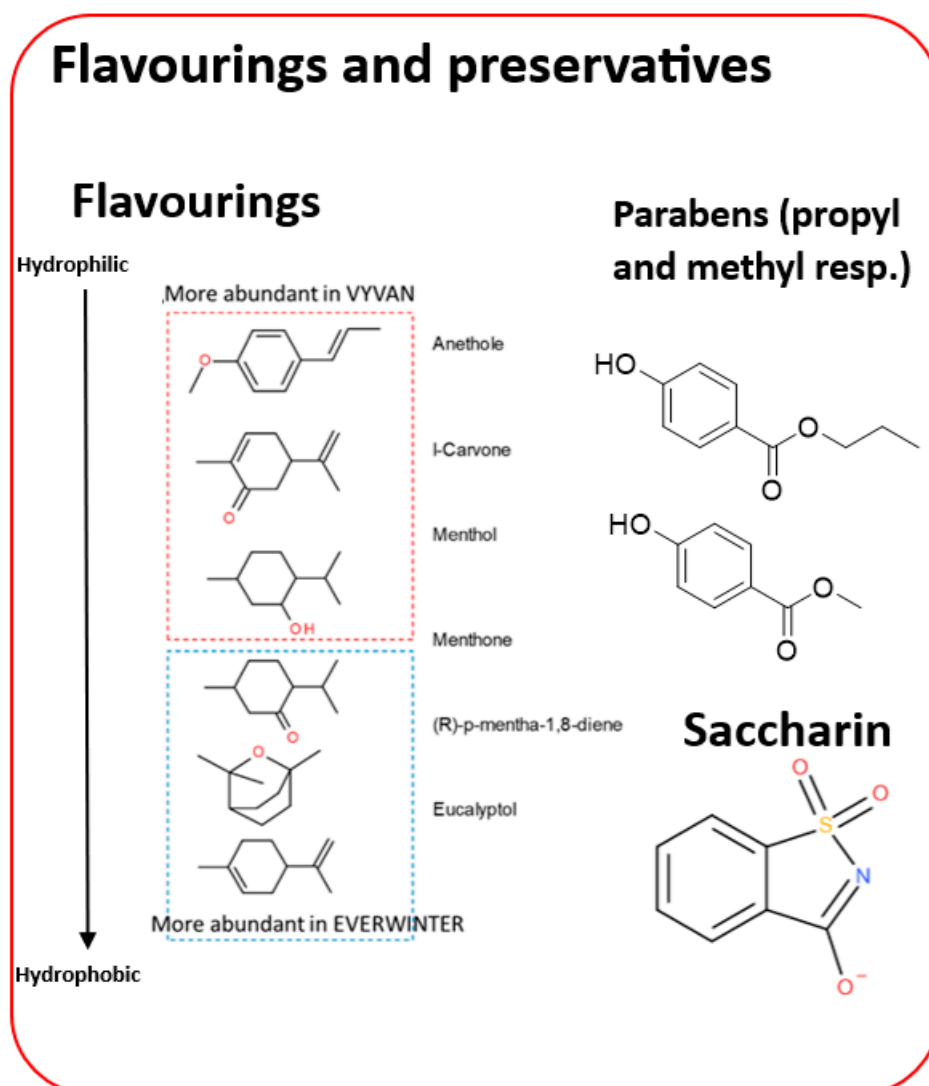
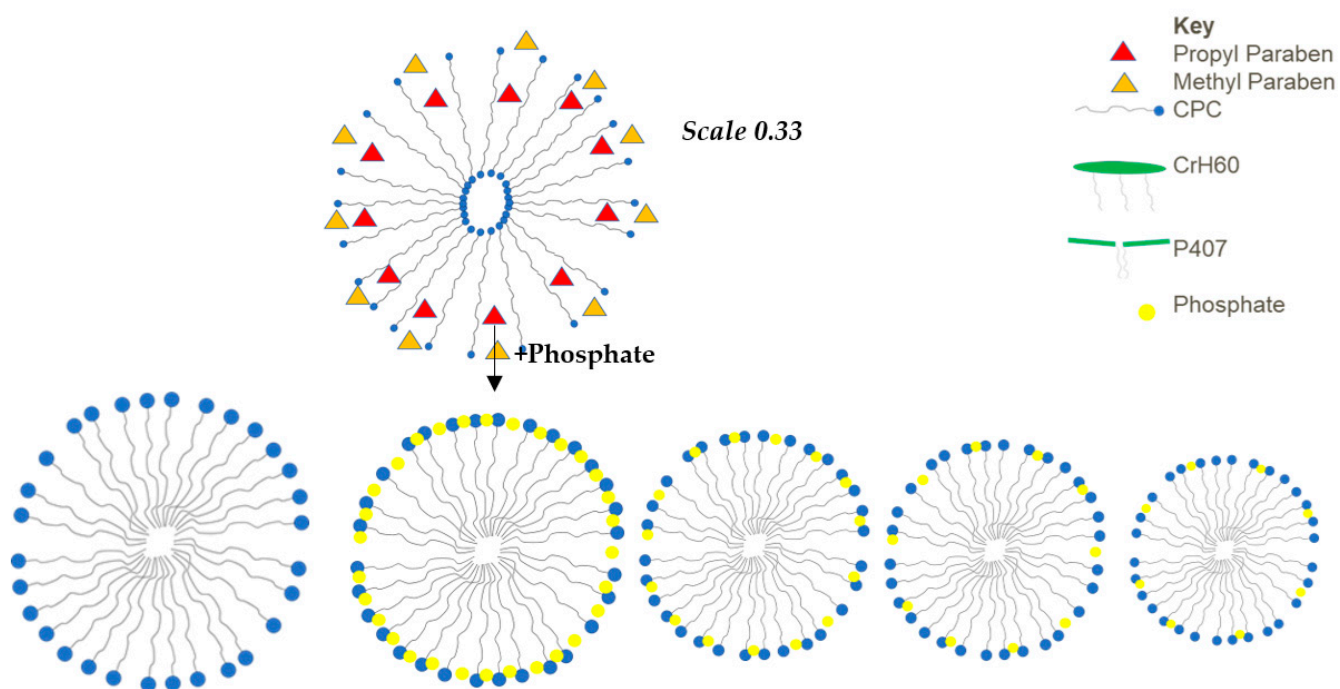
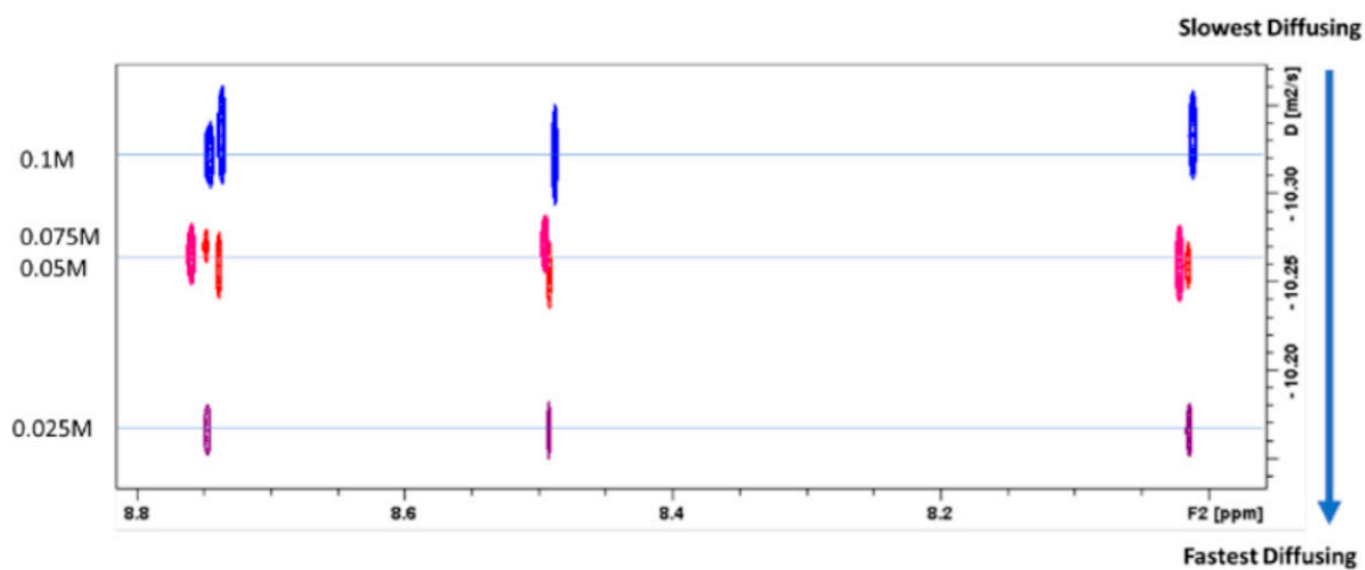
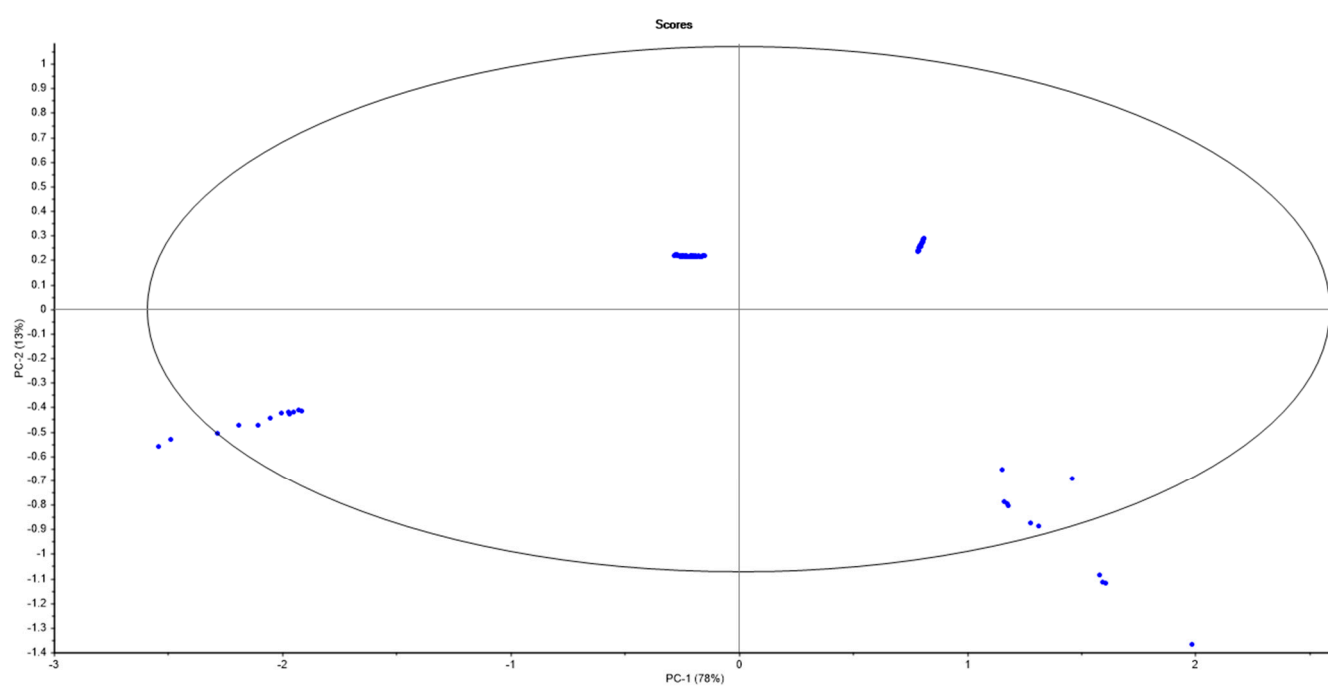


Figure S2. Flavourings and preservatives used in formulations.



**Figure S3.** Addition of 0.025M PBS in the presence of 0.07% w/w CPC.



**Figure S4.** PCA Scores plot for all experimental formulations. The groupings reflect the diverse range of experimental chassis provided by Haleon PLC.