Supporting Figures: Self-Assembly of Colloidal Nanocomposite Hydrogels Using 1D Cellulose Nanocrystals and 2D Exfoliated Organoclay Layers

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**Figure S1:** TEM images showing (**a**) uranyl acetate-stained cellulose nanocrystals (CNCs) and (**b**) exfoliated sheets of aminopropyl-functionalized magnesium phyllosilicate clay, indicated by arrows.



**Figure S2:** (a) High-angle annular dark-field STEM image of CNC–organoclay hydrogel sample; square box shows the area selected for EDX analysis; (b) EDX analysis of a corresponding gel sample.



**Figure S3:** Zeta-potential profiles for CNCs (squares), freshly exfoliated organoclay sheets (circles), and a CNC–organoclay hydrogel dispersion (triangles).



**Figure S4:** (a) Low-angle PXRD patterns of as-synthesized organoclay (black) and CNC– organoclay nanocomposite hydrogel (red), (b) high-angle PXRD pattern of CNC–organoclay nanocomposite hydrogels showing [110] and [002] reflections associated with CNCs.



**Figure S5:** Frequency sweep profile showing storage G' (filled circles) and loss G" moduli (open circles) of CNC–organoclay–ibuprofen nanocomposite hydrogel.



**Figure S6:** Oscillatory amplitude sweep curves showing storage G' (filled circles) and loss G" moduli (open circles) at a constant frequency of 1 Hz for CNC–organoclay–ibuprofen hybrid hydrogel.