



^1H NMR (400 MHz, CDCl_3) of [4-(4-phenylphenyl)phenyl] ethyl acetate (**5**) and benzyl benzoate as internal standard (**IS**).

Quant. ^1H NMR (400 MHz, CDCl_3) at 25 °C for [4-(4-phenylphenyl)phenyl] ethyl acetate

$$\text{wt}(\%) = \frac{\text{mg}_{\text{IS}} \times \text{MW}_{\text{cpd}} \times \text{molar ratio} \times P_{\text{IS}}}{\text{mg}_{\text{cpd}} \times \text{MW}_{\text{IS}}}$$

$$\text{wt}(\%) = \frac{10.1 \text{ mg} \times 316.40 \text{ gmol}^{-1} \times 0.65 \times 1.0}{9.80 \text{ mg} \times 212.25 \text{ gmol}^{-1}} \times 100 = 99.9\%$$