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<b>Product Name:</b>	(4Z,6E)-5-Hydroxy-1,7-diphenylhepta-4,6-dien-3-one
<b>Catalog Number:</b>	BCN0537
<b>Batch Number:</b>	KLKH12b01

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## 1. PHYSICAL AND CHEMICAL PROPERTIES

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<b>Molecular Formula:</b>	C <sub>19</sub> H <sub>18</sub> O <sub>2</sub>
<b>Molecular Weight:</b>	278.3
<b>Purity:</b>	>98%
<b>Cas Number:</b>	478313-96-1
<b>Physical Description:</b>	Yellow powder

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## 2. ANALYTICAL DATA

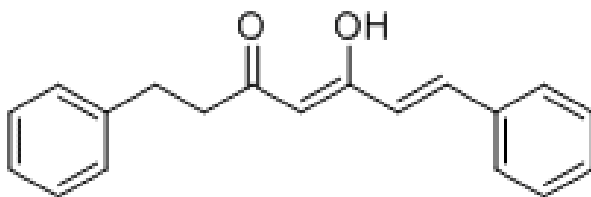
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<b>HPLC:</b>	Shows >98% purity
<b>NMR:</b>	Consistent with structure

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## 3. CHEMICAL STRUCTURE

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## 4. USAGE GUIDE

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<b>Storage:</b>	Store the product in sealed, cool and dry condition.
<b>General tips:</b>	For obtaining a higher solubility, please warm the tube at 37 degrees Celsius (98.6 degrees Fahrenheit) and shake it in the ultrasonic bath for a while.

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**Authorized Signature:**

**Date:**