**ABSTRACT** 

The development of analytical methods for parallel characterization of multiple

phytoconstituents is essential to advance the quality control of herbal products. While chemical

standardization is commonly carried out by targeted analysis using gas or liquid

chromatography-based methods, more universal approaches based on quantitative <sup>1</sup>H NMR

(qHNMR) measurements are being used increasingly in the multi-targeted assessment of these

complex mixtures. The present study describes the development of a 1D qHNMR-based method

for simultaneous identification and quantification of green tea constituents. This approach

utilizes computer-assisted <sup>1</sup>H iterative Full Spin Analysis (HiFSA) and enables rapid profiling of

seven catechins in commercial green tea products. The qHNMR results were cross-validated

against quantitative profiles obtained with an orthogonal LC-MS/MS method. The relative

strengths and weaknesses of both approaches are discussed, with special emphasis on the role of

identical reference standards in qualitative and quantitative analyses.

**Keywords:** 

Green tea catechins; qNMR; qHNMR; <sup>1</sup>H NMR fingerprints; HiFSA; LC-MS/MS.

**Abbreviations:** 

ACA: automated consistency analysis;

HiFSA: <sup>1</sup>H iterative full spin analysis;

QMTLS: quantum-mechanical total line shape.

1