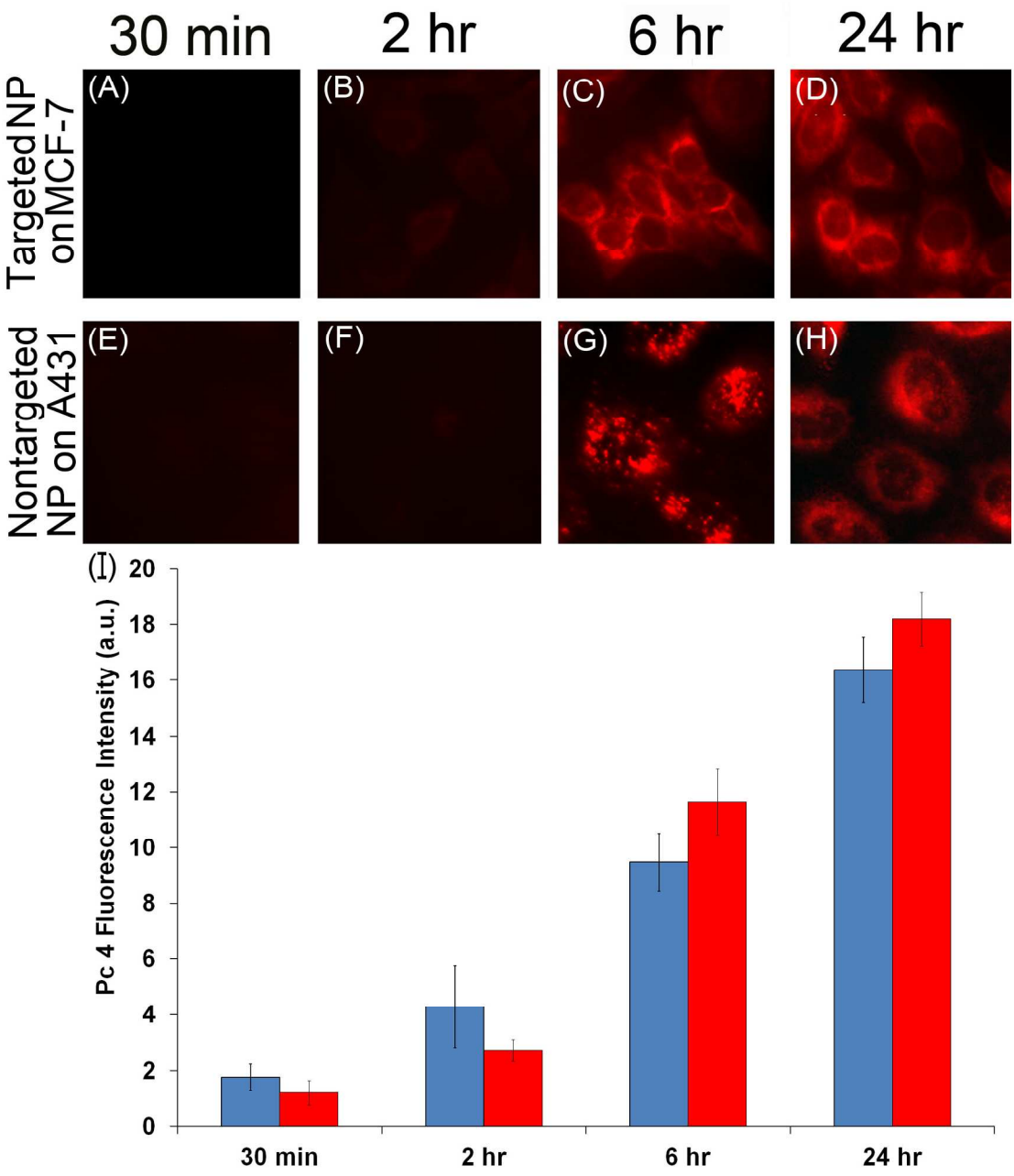
Supporting Information:



Representative fluorescence images **(A-D)** comparing the Pc 4 uptake in low EGFR MCF-7 cells at various incubation time periods when delivered via EGFR-targeted (GE11-modified) micelles bearing 10 mole% peptide incorporation; **(E-H)** shows representative fluorescence images comparing the Pc 4 uptake in high EGFR A431 cells at various incubation times when delivered via

non-targeted (no GE11 modification) micelles; (I) shows quantitative data for the Pc 4 fluorescence in these cells for the various nanoformulations at the different incubation periods. As evident from the data, reasonable Pc 4 fluorescence in these two control conditions is recorded only at long incubation periods (> 2 hrs), possibly due to uptake of the micelles more via time-dependent passive endocytosis and fluid phase pinocytosis. We have reported similar data previously (Master et al, *Nanomedicine*, 2011). In comparison, the delivery of Pc 4 in EGFR-targeted (GE11-modified) micelles to high EGFR A-431 cells results in significant uptake of Pc 4 within short incubation periods (**Figure 2** in main manuscript).