



Designed with  LifeCycle™ Technology

DNA 35^{ERA}

Sustainable // Compatible

DNA 35^{ERA} brings the prestige of the iconic DNA® airless system into a fully recyclable, 100 % polyolefin design powered by the next-generation ERA™ engine. Delivering smooth actuation, precise dosing and superior formula protection, DNA 35^{ERA} meets today's sustainability goals and tomorrow's regulatory standards without sacrificing premiumization. Engineered with LifeCycle™ Technology, it eliminates metal components for effortless recycling while preserving sensitive formulations. For brands seeking high performance, eco-conscious innovation, and a premium consumer experience, DNA 35^{ERA} is the future of beauty packaging.



DNA 35^{ERA}



Powerful formula protection

- 100% polyolefin pump
- Airless packaging to protect the most sensitive of formulas
- Convenient and comfortable to use with a 360° application
- Smooth actuation even with the most viscous formulas
- Flexible integration into your industrial filling process
- Highly customizable
- Available in eco-friendly PCR



Heads



Generation



Modern



Soprano

Bottle Sizes

30 ml, 40 ml, 50 ml

Output

250 mcl

Finish



Essential



H27
(Generation)



H39 Straight, Curved
(Sensation & Emotion)

Decoration

Hot stamping band
Collar base / Contouring

Collars



Generation



Sensation



Emotion