

What is Oura Ring?

A smart, stylish, and comfortable wearable that provides 50+ health and wellness metrics. With Oura App, it becomes a wellness guide at your fingertips, offering personalized recommendations for better health and wellbeing.

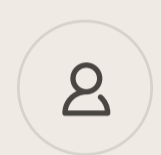


Meet the revolutionary *smart ring*



ACCURACY YOU CAN TRUST

Your finger provides accurate readings for 50+ health and wellness metrics, and your ring holds a charge for 5-8 days.



BUILT FOR YOUR JOURNEY

A personalized experience with insights based on your lifestyle that get to know you better over time.



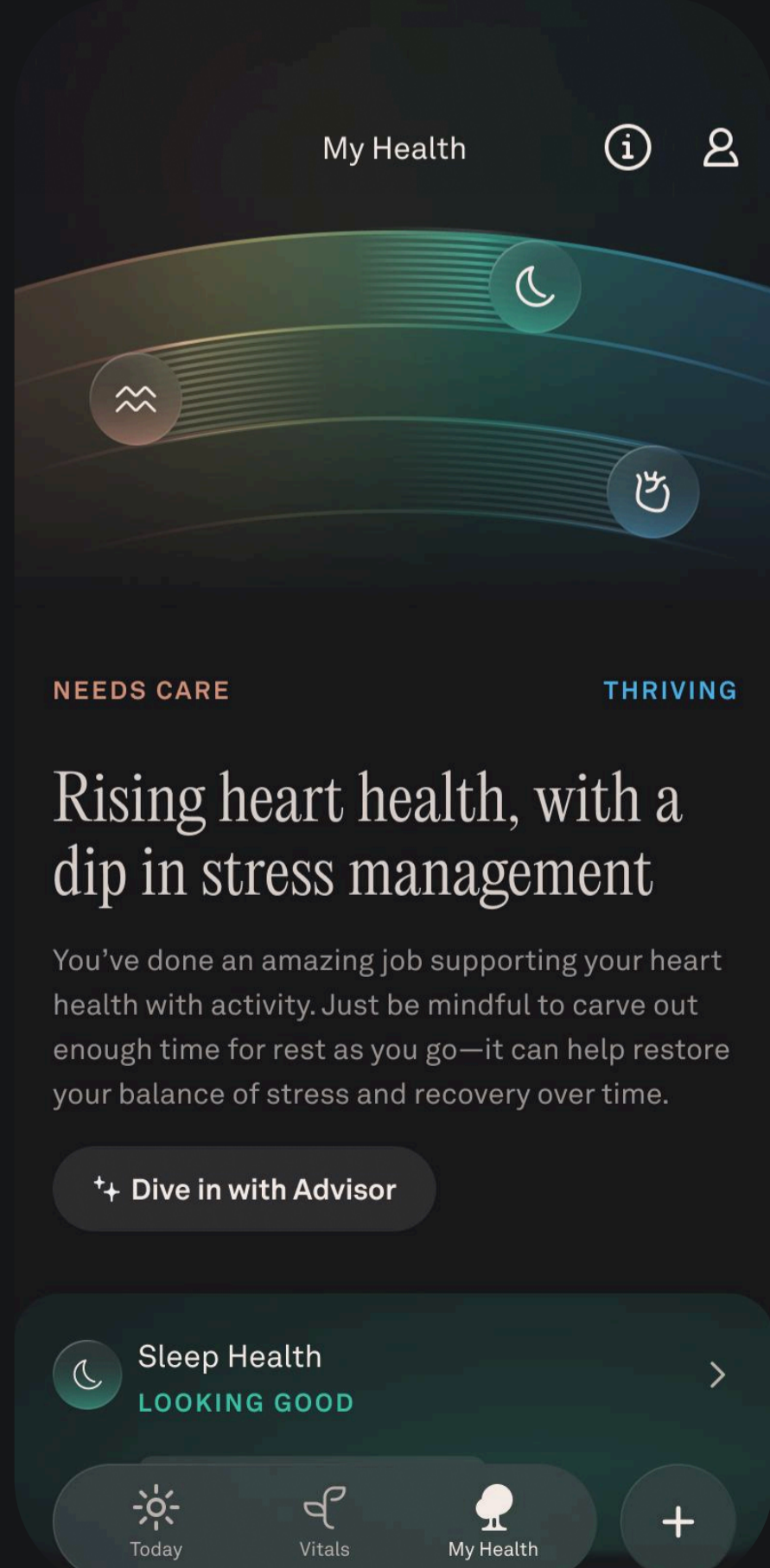
EASY TO WEAR 24/7

Designed for everyday (and night) wear, Oura Ring is waterproof and durable — which means more consistent data and helpful insights.



A COMPLETE PICTURE OF YOUR HEALTH

Oura Ring gives you a holistic view of your sleep, recovery, activity, stress, heart health, and much more.



What does Oura Ring measure?

With innovative features and membership, Oura helps you hear what your body is saying.

Oura Ring tracks 50+ biometrics and insights:

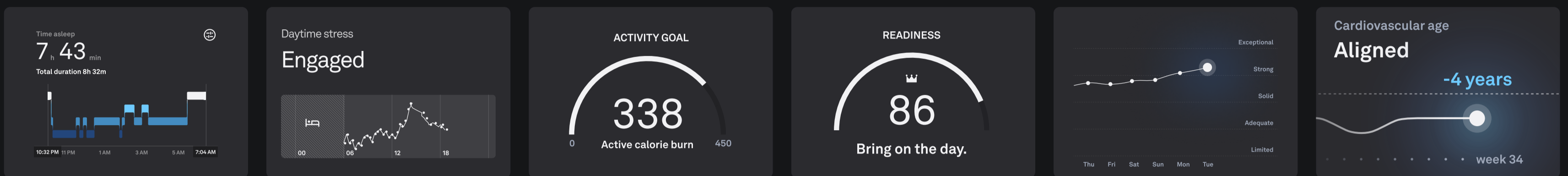
- Blood oxygen
- Respiratory rate
- Sleep timing & quality
- Resting heart rate
- Daytime heart rate
- Heart rate variability (HRV)
- Body temperature trends
- Cardiovascular age

Collected data provides insights on:

- Activity levels
- Step tracking
- Moments & meditation
- Calorie burn
- Inactive times, naps
- Workout heart rate
- Light, deep, & REM sleep
- Nighttime movement
- Stress & resilience

What is Oura Membership?

As an Oura Member, your experience improves over time, providing detailed and accurate health insights to help you better understand your overall wellbeing. Whether you're a retired professional, exploring a new hobby, or simply looking to feel your best, Oura Ring and Membership work together to support your health journey.



SLEEP Discover your optimal sleep schedule and spot areas for improvement through your Sleep Score.	DAYTIME STRESS Real-time stress and relaxation insights.	ACTIVITY Find balance and achieve your goals with helpful insights and daily movement tracking.	READINESS Be prepared to take on the day with insights about your sleep, body signals, and activity levels.	RESILIENCE Visualize how well your body withstands stress over time.	CARDIOVASCULAR AGE See an estimate of how your vascular system is aging.
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Inclusive finishes & sizing

SIZES

4-15

FINISHES



Black, Brushed Silver, Gold, Rose Gold, Silver, Stealth



Why Oura?

Oura Members experience significant benefits within their first month of use.*

90%

Improved overall health

88%

Improved sleep quality

83%

Improved stress management

83%

Improved energy levels

73%

Improved daytime focus

Scientific validation

20+

PhDs on our interdisciplinary in-house science team

75+

published, peer-reviewed research studies involving Oura

At Oura, we pride ourselves on our accuracy, deep research, and educational tools that help people live healthier lives. Our team of medical experts cover a wide range of topics from sleep to stress, illness, mental health, and much more to validate our research and share their expertise with members.

— MEDICAL ADVISORS AT OURA

PRIVACY

For us, protecting our customers' private data is a non-negotiable. Oura adheres to some of the most stringent global privacy standards. Read more about our [Privacy Policy](#).

ouraring.com

OURA Health Privacy Policy

Last Updated: May 2, 2024

*Outcomes based on a June 2024 NPS Survey of 502 new Oura users in the first 30 days of use

Oura Ring is not a medical device and is not intended to diagnose, treat, cure, monitor, or prevent medical conditions or illnesses. Please do not make any changes to your medication, nutrition, or workouts without first consulting your doctor or another medical professional.