



OURA at a glance:

- OURA is the company behind Oura Ring — the smart ring that delivers personalized health data, insights, and daily guidance.
- With its advanced, research-grade sensors, Oura Ring packs state-of-the-art heart rate, heart rate variability (HRV), personalized temperature, activity, and sleep monitoring technology into a convenient, non-invasive ring — prioritizing both accuracy and comfort without compromise. Each day, these personalized health metrics are summarized into three scores: Readiness, Sleep, and Activity.
- While many wearables started with activity and fitness, OURA focused first on sleep because sleep is a daily habit and [perhaps the most impactful daily practice on our overall health](#).

Hardware Overview

- [Oura Ring 4](#) - Launched in October 2024, Oura Ring 4 is the next evolution of the revolutionary smart ring, designed to get up close and personal with your health. The new design is fully titanium with recessed sensors on the interior and weighs between 3.3-5.2 grams for the full range of sizes 4-15.
 - It uses breakthrough sensing technology called Smart Sensing, which adapts to your finger for the most accurate, personal data set.
 - Oura Ring 4 is currently available in the Horizon style (a round design) in six colors: Silver, Black, Brushed Silver, Stealth, Gold, and Rose Gold
- Oura Ring Gen3 is available **while supplies last** in two styles: the **Heritage** style (a flat-top design) in four colors and the **Horizon** style (a round design) in
 - Heritage Colors: Silver, Black, Stealth (Matte Black), and Gold
 - Horizon Colors: Silver, Black, Stealth (Matte Black), Gold, Rose Gold, and Brushed Titanium

Pricing Grid:

Color	Oura Ring 4	Gen3 Heritage	Gen3 Horizon
Silver	\$349 / €399	\$299 / 314 EUR	\$349 / 367 EUR
Black	\$349 / €399	\$299 / 314 EUR	\$349 / 367 EUR
Brushed Silver	\$399 / €449	N/A	\$449 / 471 EUR
Stealth	\$399 / €449	\$399 / 419 EUR	\$449 / 471 EUR
Gold	\$499 / €549	\$449 / 471 EUR	\$499 / 524 EUR
Rose Gold	\$499 / €549	N/A	\$549 / 576 EUR

- Oura Ring (all generations) has a monthly membership of \$5.99/month. The Oura Membership grants users full access to the Oura App for daily health insights, personalized recommendations, exclusive audio, educational videos, and more.
 - **First month free:** Users who purchase an Oura Ring receive their first month of membership free.

- **One-year pre-paid membership:** Users can purchase an Oura Ring along with a one-year prepaid Membership in a single transaction. This offering provides Oura with business benefits including:
 - Increased average order size
 - Reduced Membership churn after year-one
 - Flexibility for the business to test new Membership packages and discounts
 - Foundation to unlock partnership deals

Press Assets:

- [Oura Ring 4 Press Kit](#)
- Product Imagery:
 - [Lifestyle](#)
 - [Product Images](#)
 - [Product Videos](#)
 - [Oura App](#)
 - [App Features](#)
 - [B-roll](#)
- [Executive Headshots](#)

ÖURA Style Notes:

- ÖURA (/ō-ra/) is pronounced with a long o sound like in the words focus, hope, or open.
 - Said completely, the word will sound like [aura](#).
- Company:
 - When referencing the company, ÖURA is all capitalized with a macron over the letter O. However, "Oura" (no macron) is acceptable if all caps are not an option.
 - Our parent company's name is Oura Health Oy.
 - Our US subsidiary company name is Ouraring Inc.
 - "ÖURA RING" is a trademark
- Product:
 - The proper name for the ring product is "Oura Ring," with "Ring" capitalized.
 - "Oura ring" (lowercase "r") is incorrect.
 - When referencing the product, it should always be "Oura Ring" (with "Ring" capitalized, no macron over the "O"), and not used in the plural or possessive form.
 - Product Names: Oura Ring 4, Oura Ring Gen3

Quick Facts:

- CEO: [Tom Hale](#)
- Over **650+ employees globally** with locations in Finland, San Francisco, and San Diego
- ÖURA was founded in 2013; After launching a successful [Kickstarter](#) campaign in 2015 and [winning a CES 2016 Innovation Award](#), the company went into commercial production.
- Launched Oura Ring Gen 3 and its Oura Membership in October 2021.
 - Since introducing its membership, ÖURA's member base has more than tripled.
- More than **[2,500,000 rings sold to date](#)**, with rings sold in over 45 countries.
 - ÖURA has active members across 179 countries globally.
- ÖURA has raised more than **\$550 million** and is valued at **\$5.2 billion** (December 2024)
- Investors:
 - Series C was led by consumer and sports investors The Chernin Group and Elysian Park; health investors Temasek, JAZZ Venture Partners, and Eisai Co., Ltd.; growth investors Bedford Ridge and One Capital from Japan.
 - Existing investors who participated in the round include Forerunner Ventures, Square, MSD Capital, Marc Benioff, Lifeline Ventures, Metaplanet Holdings, and Next Ventures.
- Worn by tech enthusiasts, celebrities, and athletes:
 - Jack Dorsey, Marc Benioff, Arianna Huffington, [Kim Kardashian](#), [Prince Harry](#), [Gwyneth Paltrow](#), [Jessica Alba](#), [Cindy Crawford](#), [Eva Longoria](#), [Jennifer Aniston](#), [Joe Jonas](#), [Jimmy Kimmel](#), [Ellie Goulding](#), [Damar Hamlin](#), [Rosario Dawson](#), and more.

- Over the last ten years, ŌURA has developed an incredible community of members who have used Oura Ring to own their health information. As of 2023, ŌURA has members across **230 countries globally**, launched 4 generations of hardware, released over **50 unique health-enhancing features**, tracked over **2.3 billion hours of sleep**, and carved out space in the wearable technology market for a new, innovative form factor. Oura Members have been on the move over the last decade, too – with over **3.4 trillion steps** taken and **2 billion miles** walked.
- ŌURA has maintained strategic growth, marking three acquisitions in two years:
 - [Sparta Science](#) (October 2024) - an enterprise software company analyzing health data
 - [Veri](#) (September 2024) - a Finnish personalized metabolic health company and Oura [partner](#) that uses CGMs to provide personalized nutrition guidance based on blood sugar responses
 - [Proxy](#) (May 2023) - a tech startup best known for its digital identity signal platform
- ŌURA has a strong retail presence as a result of partnerships with [Best Buy](#) (US + Canada), [Amazon](#) and [Target](#) in the U.S., [John Lewis](#) in the UK, and [Elkjop](#) in the Nordics. Oura Ring is now available in more than 1,000 retail stores.
- In December 2024, ŌURA completed its [\\$200M Series D funding round](#) led by Fidelity Management & Research Company and Dexcom, the global leader in glucose biosensing.

ŌURA Boilerplate:

ŌURA delivers personalized health data, insights, and daily guidance with Oura Ring, the leading smart ring that helps you live healthier, longer. Guided by a mission of changing the healthcare paradigm from sick care to preventative health, ŌURA makes wellness and recovery a daily practice through sleep, activity, readiness, stress, resilience, women's health, and heart health. Millions of Oura Members around the world use Oura Ring as a personalized health companion that meets them where they are.

ŌURA is building the most scientifically validated wearable; the lightweight and comfortable Oura Ring is validated against medical gold standards and driven by continuous monitoring of 50+ individual health and wellness biometrics and insights. Thousands of teams, research organizations, and concierge medical practices manage the health of their populations with ŌURA, and its ecosystem includes 800+ partners across women's health, metabolic health, fitness, behavioral health, and more. ŌURA was founded in 2013 in Finland and has offices in Oulu, Helsinki, San Francisco, and San Diego. For more information, please visit <http://ouraring.com/> and connect with ŌURA on [Instagram](#), [Linkedin](#), and [TikTok](#).

Oura Ring is not a medical device and is not intended to diagnose, treat, cure, monitor, or prevent medical conditions/illnesses.

ŌURA Philosophy:

- At ŌURA, our mission is to empower every person to own their inner potential. We believe health is a daily practice and with personalized insights and guidance, you can control the course of your health to live a more balanced life.
- ŌURA believes that health is more than achieving generalized goals like “get 10,000 steps” or “get 8 hours of sleep”; rather, it's about understanding what's best for your own body. Looking at long-term patterns in your own health data can help people make impactful decisions to support longevity.
- We believe wearable technology will change the way health is practiced by consumers and the healthcare industry alike, creating a shift from short-term reactive sick care to preventative and proactive long-term care.

Oura Ring Form Factor & Accuracy:

- Oura Ring is perfectly positioned to meet consumers' needs due to its ring form factor (hardware design). A ring provides a more convenient, comfortable, and accurate way to track data that fits into an individual's life without disrupting it.

- The ring design was chosen because the finger provides a stronger heart rate signal. The ring can read directly from the arteries in the finger, whereas smartwatches (or wristables) sit on the top of the wrist, far away from the arteries that are on the bottom of the wrist. Oura Ring is one of the most accurate, research-validated wearables in market.
- Oura Ring 4 battery can last up to 8 days on a full charge. This timing can vary based on the size of your ring, the features you are utilizing, and charging practices.
- Oura Ring is also water-resistant up to 100 meters (~330 feet), allowing users to bathe, swim, dive, wash dishes, and do almost anything with their ring that involves water. From a sauna to an ice bath, Oura Ring also tolerates extreme hot and cold temperatures.
- While not a medical device, Oura Ring has capabilities that are nearly perfect when compared to advanced medical technologies:
 - Oura Ring measures resting heart rate at [99.9% reliability](#) compared to a medical-grade electrocardiogram (ECG) and validated against the sleep lab golden standard – PSG.
 - Oura Ring measures heart rate variability at [98.4% reliability](#) compared to medical-grade ECG.
 - Oura Ring temperature sensors match performance with research-grade sensors at >99% and can detect baseline deviations as small as 0.13 °C.
 - The Oura Ring infrared PPG sensor [matched performance](#) with clinical-grade ECG and consistently outperformed other PPG tools relying on green light LEDs or the iPhone camera.
 - The new sleep staging algorithm was [found to achieve 79% agreement](#) with gold-standard PSG for 4-stage sleep classification (wake, light, deep, and rapid eye movement (REM) sleep).
 - The Oura Ring has an almost perfect agreement with PSG for 2-stage sleep classification and an inter-device [reliability of 94.8 %](#).

Activity:

- Oura Ring is a smart ring that was originally designed as a sleep tracker, not as a fitness tracker. This is because sleep impacts all aspects of health. Good sleep is the key to unlocking so many different goals from better health, fertility, and productivity, to athletic performance.
- Since then, ŌURA has evolved and now takes a holistic approach to health, with activity being a major part of that. While many devices can help you push to meet performance or activity goals, ŌURA helps you optimize your health for longevity by helping you learn about how much movement and recovery you should incorporate every day based on your daily body signals. The ŌURA Activity Score helps users answer the question - “How am I balancing activity, inactivity, and rest?” [Read More](#)
- ŌURA sets itself apart from other activity trackers by tracking all kinds of activity from more traditional workouts (running, cycling) to other forms of movement like housework or gardening (which require a sensitive enough accelerometer to capture). For ŌURA, every movement counts and everyone should get credit for moving their body in the best way for them.
- **Automatic Activity Detection (AAD)** recognizes and records a list of 30+ activities – from running or cycling to gardening and doing chores – and updates its activity predictions based on feedback, so it is always leveling up. AAD provides relevant insights after an activity is confirmed, helping users discover how recent movement impacts health and activity goals.
 - **How it works:** There is no action required from the user to start or stop tracking activities with AAD. Any detected activities will appear in a card at the top of the Home tab when opening the Oura App—including the time, duration, type, and intensity of activity. Users have the option to edit or confirm each of the detected workouts or choose to dismiss them altogether.
 - If confirmed, the activity will be added to the user's full list of activities found on the Home tab beneath Activity Goal Progress. This same full list of activities is also located on the Activity tab.
 - As of October 2024, AAD now provides an even more comprehensive view of activity with the [addition of automatic heart rate detection and heart rate zones](#); members no longer need to log heart rate manually.

- In addition to manually logging workouts within the Oura App, users can also integrate the Oura App with [Strava](#) (the world's largest social network for athletes), Apple Health, and Google Fit and have a collection of all workouts and healthy movement together in one place.

Research & Validation:

- Sleep:
 - A [study](#) led by Oura medical advisor Dr. Rebecca Robbins and a team of researchers at Harvard Medical School found that the Oura Ring Gen3 was the most accurate consumer wearable for sleep staging, outperforming the Apple Watch Series 8 and Fitbit Sense 2 in detecting sleep stages and wakefulness, with higher sensitivities and no significant underestimation or overestimation of sleep stages.
 - Oura Ring users are [15.3 times more likely](#) to track sleep than Apple Watch users.
- Illness Detection:
 - Oura Ring has been used in illness-detection research, including in studies at UCSF ([published / peer-reviewed](#)), [Rockefeller Neuroscience Institute](#), and [DTRA / DIU](#).
 - OURA believes research is crucial to the growth of the wearable industry, and the company will remain committed to supporting independent research.
 - In June 2024, using 5 million nights of sleep data collected from Oura Rings, researchers at UCSD [published findings](#) that sleep phenotypes are dynamic over time, and these dynamics contain information relevant to health conditions. The study found sleep quality and dynamics are relevant to cardiometabolic and respiratory health, which have significant differences in distribution between the months before and weeks around COVID-19, flu, and fever diagnoses.
 - In February 2022, researchers at UCSF [published additional findings](#) that Oura Ring temperature and heart rate data may also help predict levels of protection (antibodies) by reading how our bodies respond to vaccines.
 - The OURA science team [published findings](#) in the peer-reviewed journal Digital Biomarkers from a study analyzing COVID infection responses across age groups, variants, and vaccination status using Oura Ring, which found:
 - Significant changes in temperature, breathing rate, heart rate variability, and sleep efficiency began up to 2.5 days before members reported COVID infection and extended 10 or more days afterward.
 - Physiological response to the vaccine was greater in people under 35 than in people over 50 and greater in the second vaccine dose, suggesting a stronger immune response.
 - Physiological response to COVID infection was smaller in people who had previously reported receiving a vaccine than in those who had not.
- Women's Health:
 - OURA has also put a focus on women's health research to serve a traditionally underserved market in wearables. Collaborating with the [University of California San Diego](#), [University of California, Berkeley](#), and the [University of California, San Francisco](#) in studies around women's reproductive health, researchers found continuous temperature tracking technology by the Oura Ring can help spot hormonal changes in women's bodies that can indicate pregnancy or key events in the menstrual cycle like ovulation.
 - OURA has since expanded this research to include additional female populations, including those with [irregular cycles](#) and those who are pregnant. In a recent [study](#), the research team found Oura Ring metrics, specifically skin temperature, metabolic activity, physical activity levels, and sleep patterns, were useful in predicting labor onset with 71% accuracy.
 - This research is part of OURA's long-term investment in the areas of women's health, reproductive health, and family planning.
 - In October 2024, Oura published its first-ever [Perimenopause Report](#) analyzed data from 100,000+ female members to examine perimenopause's daily impacts. Findings confirm

perimenopause causes physical and mental changes that can affect women's daily lives such as:

- Lack of restorative sleep impairs daily functioning
 - Perimenopause affects both physical and mental health in premenopausal women
 - Cardiovascular risk factors increase
 - As a result of this research, Oura added [17 new tags](#) to its app to help members make connections between their biometric data and symptoms of perimenopause.
- Oura is also investing in new use cases across [recovery](#), [activity](#), [stress](#), and [mental health](#), including [depression](#).
 - In 2022, [The American Heart Association](#) (AHA) granted sleep a place on its heart-health checklist, [Life's Essential 8](#). Along with diet, physical activity, and more, sleep duration now sits on the AHA's comprehensive list of metrics for cardiovascular health, further legitimizing the idea that there's a direct correlation between sleep and heart health.

Oura App:

Features Available on Oura Ring:

- Oura Ring 4 Key Features
 - [Smart Sensing](#)
 - Smart Sensing enables the most complete, accurate picture of your health. All humans are different, so the Smart Sensing algorithm works with the ring's research-grade sensors to learn about your unique physiology—the structure and skin tone of your finger. The sensors automatically adapt to find the best signal path, ensuring continuous, accurate data, even if your ring shifts periodically out of ideal alignment—all while optimizing the battery life.
- [Readiness Score](#)
 - Your Readiness Score insights answer, “How much can you and your body take on?”
 - Oura Readiness provides a holistic picture of your health, using a proprietary evaluation of over 20 different body signals, like your sleep, activity, heart rate variability (HRV), and skin temperature.
 - It tells you how to approach your days, putting your health first. Low Readiness Score? Maybe skip the gym and give yourself a break. High Readiness Score? Bring it on.
- [Sleep Score](#)
 - Your Sleep Score answers, “How well did you sleep last night?”
 - Calculated by analyzing your light, deep, REM sleep, overnight heart rate, skin temperature, bedtime consistency, and more.
 - A good night's sleep can have a strong impact on how ready you are to take on the day.
 - Oura Ring tracks your sleep and based on nights when you got the best Sleep Scores, shares personalized guidance on when to start winding down to improve sleep quality over time.
 - **A New Contributor Color**
 - Rather than just blue “good” and red “bad,” the Oura App is now adding yellow “fair” as a middle ground to better reflect each user's unique progress. This occurs across Sleep, Readiness, and Activity.
 - **Sleep Regularity**
 - Sleep Regularity is a new Readiness Score contributor that tells members how consistently they slept over the previous two weeks. This index helps members easily identify any disruptions or irregularities that may be negatively affecting sleep that were not apparent before.
 - **Sleep Score for All Sleep**

- ÖURA calculates Sleep Scores for those days when long periods of sleep are not possible – or not desired. Irregular sleepers, shift workers, and polyphasic sleepers can also now gain a comprehensive understanding of their unique sleep patterns and needs, leading to a more personalized and effective approach to sleep management.
- [Activity Score](#)
 - Your Activity Score answers, "How are you balancing your activity, inactivity, and rest?"
 - Calculated by analyzing your daily movement, how much rest you're getting, and the types and intensities of activity you're engaging in.
 - A great tool to discover your ideal balance between activity and rest and adjust your routine if it's out of balance.
- [Daytime Heart Rate](#)
 - Oura Ring features green LEDs that monitor your heart rate 24/7, helping you learn how your body responds to your daily habits and choices so you can balance your daily schedule to manage your wellness.
 - **Live Heart Rate:** See your heart rate in real time to check in with yourself.
 - **Restorative Time:** ÖURA now recognizes when your body and mind are relaxing, helping you know if you're taking enough breaks throughout the day and getting the recovery your body needs to combat stress.
- [Improved Temperature Sensing](#)
 - Several research-grade sensors are housed in the device to serve a variety of functions including tracking metrics like heart rate sensing (green LED), blood oxygen sensing (red LED), and reading temperature minute-by-minute to develop a personal baseline (negative temperature coefficient sensor), so members can look for signs that indicate they might be getting sick.
- [Cycle Insights](#)
 - Cycle Insights, formerly known as Period Prediction, uses key biosignals to allow members to see current and past cycles with information on when their follicular and luteal phases take place, while also providing a five-day prediction window for the start of their next cycle and period onset.
 - In addition to your upcoming monthly prediction, you'll see historical data in the Oura App calendar view, helping you understand your individual cycle and rhythms over the course of time.
 - If you have a regular cycle and/or are using non-hormonal birth control, like Natural Cycles, you will be able to use Cycle Insights.
 - If you do not have a regular cycle — whether due to menopause, hormonal birth control, or other factors — you will not be able to see follicular and luteal phases in Cycle Insights. However, you will still be able to log your last period and see your predicted period start date.
 - Cycle Insights helps menstruating individuals understand how their body changes as a whole by displaying their cycle phases and delivering personalized insights so members can adjust their lifestyle choices, including sleep, nutrition, and activity, to align with their physical and mental needs during every cycle phase.
 - [Fertile Window](#)
 - Available for Oura Members who have opted into Cycle Insights, this feature uses 2 algorithms to predict and detect users' most fertile days based on past cycles and physiological data, including heart rate, heart rate variability, temperature trends, and respiratory rate.
- [Explore Page](#) [including Guided Sessions]
 - Access a new library of 75+ science-backed videos and audio sessions that help you understand how to interpret your body's signals and take action.
 - Produced alongside world-renowned experts and content partners, our ever-growing content library includes meditation, sleep, breathwork sessions, and more designed to help you feel better, recover, learn, and perform.
- [Workout HR](#)

- Joining Automatic Activity Detection and Location, Workout HR rounds out the range of data users get after exercise, helping them put their workouts in the context of overall health and wellness.
- Key details:
 - Insights that show your Workout HR and the impact of your workouts in the context of your Sleep and Readiness scores
 - Workout details will now contain average HR, as well as maximum and minimum HR
 - The option to leave your phone behind and be present in your workout – Workout HR tracks your data in real-time and syncs to your phone later whether you have your phone or not
 - Current workouts include Running, Walking, and Cycling (with more to come)
- **Blood Oxygen (SpO2 Sensing)**
 - Oura Ring measures SpO2 by utilizing red and infrared LED sensors to analyze and report two key insights: your Average Blood Oxygen and your Breathing Regularity while you sleep. While the Average Blood Oxygen feature measures the percentage of oxygen in your blood, the Breathing Regularity feature can detect unusual breathing patterns throughout the night.
 - Note that Average Blood Oxygen and Breathing Regularity are measured during sleep periods longer than three hours.
- **Personalized Activity Goals and Calorie-Opt Out**
 - These two new activity features allow users to choose between steps or calories for their goal type and adjust their baseline goals to better suit their lifestyle, while also providing the option to hide calories in the Oura App completely.
 - With Personalized Activity Goals 2.0, members can adjust their goals even further and edit them directly from the home card.
- **Chronotype**
 - Chronotype is the natural inclination of your body to sleep at a certain time, or what most people understand as being an early bird versus a night owl. Understanding what our chronotype is and what it means has a profound impact on our lives. This knowledge allows us to work with, rather than against, our individual natural energy levels and sleep patterns. Based on each member's individual data, ÖURA assigns chronotypes to provide insights into optimal sleep habits.
- **Body Clock**
 - A circadian rhythm feature created by ÖURA. Following one's chronotype leads to improved sleep quality, increased energy levels, and a better overall sense of balance and satisfaction in their daily lives. Body Clock helps members optimize their schedules based on their individual chronotype. Post-launch upgrades will include Optimal Windows for members to time their Focus, Activity, and Restorative time to optimal slots per their chronotype.
- **Oura Circles**
 - Oura Circles is a fully customizable, opt-in experience that allows Oura Members to easily share their daily scores with their community, send reactions, and check in with each other.
 - Members will be able to see high-level data from the past two weeks (Readiness, Sleep, and Activity scores) of friends and family with Oura Ring, customize the granularity of their data (daily or weekly), and react with a pre-set group of custom emojis. The maximum number of members per circle is 20, and members can be part of up to 10 different circles.
- **Updated Sleep Staging Algorithm**
 - Among the most accurate sleep staging algorithms available in a consumer wearable, achieving 79% agreement with polysomnography (PSG) for 4-stage sleep classification (wake, light, deep, and rapid eye movement (REM) sleep).
 - Developed using one of the largest sleep datasets to date (almost two years of simultaneous Oura Ring and reference polysomnography (PSG) data, over 500 unique

participants across a variety of ages, genders, and skin tones, and over 1200 unique nights of data).

- Each day, the Oura App provides users with three interconnected scores: their Sleep Score, Readiness Score, and Activity Score. Oura Sleep Scores are made up of seven different personalized sleep elements known as Sleep Contributors. The New Sleep Staging Algorithm informs these Contributors by providing more accurate estimates of REM Sleep, Deep Sleep, Light Sleep, Latency, and Timing, which helps members spot which elements of sleep are strong and which need improvement.
- **Daytime Stress**
 - Members can see what moments add stress to their day and which ones help them recover. Daytime Stress identifies stress triggers by continuously measuring small changes in biometrics like heart rate, HRV, and temperature. By capturing readings every 15 minutes, members can see which experiences add stress to their day and which ones help them recover.
- **Reflections**
 - Reflections is a new, AI-powered journal function in the Oura App. By enabling members to speak and record a short journal entry and use a single gesture to record mood and mental state, the Oura App takes the effort out of journaling, tracking mood, and tagging. Speech recognition transcribes the text, while AI-powered auto-tagging automatically creates context for a member's Oura Ring data.
- **Stress Resilience**
 - Building on their foundational health and wellness metrics, Stress Resilience creates an assessment of members' ability to withstand physiological stress by tracking daytime stress load, daytime recovery, and recovery during sleep. Coupled with Daytime Stress, Stress Resilience enables Oura Members to balance stress and recovery by providing insights, education, and recommendations to manage stress and improve overall health.
- **Cardiovascular Age**
 - Helps Oura Members understand their estimated cardiovascular age relative to their chronological age to show how their vascular system may be aging and what that could mean for long-term health and helps them to identify behaviors that can positively impact their health span.
- **Cardio Capacity**
 - Reflects the body's efficiency in supplying oxygen to muscles during exercise (VO2 Max), serving as a benchmark for cardiovascular and respiratory system health. Higher cardio capacity generally correlates with better long-term heart and organ health.
- **Meals**
 - Delivers key insights about meal timing and nutritional content, along with AI-powered feedback from Oura Advisor, to help you make informed dietary decisions.
- **Glucose**
 - Through an integration with Stelo by Dexcom, monitor glucose levels over time and understand how data such as your sleep, stress, and activity can impact glucose levels at all hours of the day and night.
- Other notable features on Oura Ring:
 - **Nap Detection**: Oura provides sleep staging, heart rate, HRV, and movement data for periods of sleep longer than 15 minutes – giving credit for any sleep throughout the day within the Sleep and Readiness scores.
 - **Rest Mode**: Oura puts activity goals on pause so people can recover as needed without affecting their baselines, enables symptom tracking, and all Readiness insights prioritize rest and recovery.
 - **Localization**: The Oura App is localized in English, Finnish, French, German, Japanese, Italian, and Spanish (Latin and Spain dialects).
 - **Oura Labs**: An in-app platform allowing members to be more intimately involved in the development of new, experimental features.
 - Within Oura Labs, members can activate and deactivate experimental features while offering direct feedback through an embedded form. Features are considered to be in the discovery phase and may be removed, reworked, or

promoted to a permanent spot in the app's feature set based on what Oura learns from its users.

- **Oura Advisor:** Oura Advisor combines generative AI with Oura's extensive biometric tracking and deep scientific expertise to provide personalized guidance by remembering key details from previous conversations (stored as Memories) to better understand and support users' health goals. Oura Advisor also offers:
 - **Enhanced Chat Experience:** Oura Advisor now has an improved chat that includes long-term trend analysis and data visualizations (e.g. charts)
 - **Advanced Advisor Capabilities:** Features topic generation, allowing for a coherent guidance storyline, and the ability for Oura Advisor to "think" about the user when inactive.
 - **Improved Memories:** Oura Advisor now has access to "Memories," which allow it to retain and reference context from past conversations and make long-term connections about user behaviors and patterns.
 - **Trend Detection:** Oura Advisor has enhanced access to long-term data, including metric baselines, detected trends, on-demand data access, and charts.
 - **Dynamic Tone:** Oura Advisor tone is a dynamic component that adjusts based on the user's chosen tonality, affecting the conversation's perspective while maintaining empathy and core values.

Medical Advisory Board:

- **Dr. Sara Gottfried (Hormonal Health)** - Director of Precision Medicine at the Marcus Institute at Thomas Jefferson University Hospitals
- **Dr. Elissa Epel (Stress)** - Professor and Vice Chair in the Department of Psychiatry, at the University of California, San Francisco
- **Dr. Rebecca Robbins (Sleep)** - Instructor of Medicine, Harvard Medical School, Associate Scientist, Brigham and Women's Hospital
- **Dr. Andy Walshe (Performance/Activity)** - Human Performance Expert Founding Partner at the Liminal Collective
- **Dr. Jake Deutsch (Preventative Medicine)** - Board-certified emergency medicine physician
- **Dr. Eleni Jaswa (Reproductive Health/Fertility)** - Board-certified ObGyn Reproductive Endocrinologist and Fertility Specialist at the University of California San Francisco
- **Dr. Jag Singh (Heart Health)** - Professor of Medicine at Harvard Medical School, former Clinical Director of the Cardiology Division and the Founding Director of the Resynchronization and Advanced Cardiac Therapeutics Program, at the Massachusetts General Hospital

Partners, Retail & Integrations:

ŌURA's partnership ecosystem is 800+ strong and growing, powered by an application programming interface (API) that allows the data integration between partners to create transformative experiences. With this process, partners can leverage ŌURA's continuous, accurate data to support their customers and ŌURA can reach new audiences who are looking to take their health into their own hands.

See below a few of our marque partners, retail outposts, and integrations that make up our unique community.

- Women's Health
 - Oura Ring is **compatible with Natural Cycles**, the first FDA-cleared birth control app. The Natural Cycles (NC°) app works by analyzing body temperature and other key fertility indicators to determine your daily fertility status to plan or prevent pregnancy naturally. The NC° app can automatically sync your temperature trend data from your Oura Ring while you sleep — eliminating the need to wake up each morning to take your temperature with an oral thermometer.
 - Since the integration in August 2022, over 200,000 cycles have been logged and 6 million temperatures have been synced using temperature trend data from the Oura Ring and the Natural Cycles algorithm.

- In a survey of over 4,000 Natural Cycles and Oura Ring users:
 - 98% of respondents reported that they will continue using the integration to track their cycles
 - 84% of respondents reported wearing their Oura Ring all day long vs. 8% of respondents who reported only wearing their Oura Ring at night.
- Metabolic Health
 - Metabolic health is a key area of interest for Oura Members, with 97% of members expressing interest in understanding how the food they eat impacts their health, according to a member survey.
 - **(Coming Soon) Glucose:** Through Oura's partnership with Dexcom, members can purchase a Dexcom Stelo (the 1st FDA-cleared over-the-counter CGM) directly from ouraring.com to receive real-time glucose feedback and gain further insight into their metabolic health.
 - In the Oura App, members with a Dexcom Stelo will see their daily glucose readings taken from their Dexcom Stelo through the Glucose feature. Contextual graphs present the interplay between meals, stress, daily movement, tags, and glucose levels, so members can make more informed decisions and better manage their energy levels.
 - Through the new Glucose tab, members will also receive a new key metric: "Time Above Range," which refers to time spent above their target glucose range.
 - **(Coming out of Oura Labs soon) Meals:** When members take or upload photos of their meals in the Oura App, AI analyzes the dish to provide a fast, accurate overview of its contents. Once analyzed, Oura Advisor provides immediate guidance and feedback on nutritional choices so members can learn how to build satiating, nutrient-dense meals to avoid energy slumps and cravings.
 - The Nutrition Breakdown feature in Oura's meal logging system categorizes key nutritional elements like protein, fiber, processing level, added sugars, total fats, and total carbs, to provide an informational, at-a-glance summary. Oura's approach avoids penalization for food choices, instead, presenting neutral insights that help members make informed choices based on their own goals.
 - ŌURA has partnered with several partners, including several [continuous glucose monitor \(CGM\)](#) companies, to help paint a clear picture of how nutrition is impacting sleep quality and vice versa:
 - [January's Ai](#) uses a continuous glucose monitor (CGM) and activity tracker to provide unprecedented visibility into the body, empowering members to make the best choices for their health. It integrates data from Oura Ring to further analyze members' precise health data and provides insights and recommendations to reach their goals.
 - [Veri](#), a Finnish personalized metabolic health company and Oura [partner](#), was acquired by Oura to help advance new product offerings that include health data inputs and sensors, such as CGMs, factoring into the data and insights presented within the Oura App.
 - **Hello Inside**, a metabolic health platform that helps women manage their physical changes at all stages of life partnered with ŌURA to pull in sleep metrics alongside existing glucose measurements. This cross-pollination of insights has inspired over 10% of Hello Inside's member base to integrate Oura Ring data.
 - **Noom**, a leading digital healthcare company that builds healthy habits and promotes better living, collaborated with ŌURA on an 8-week pilot study to personalize Noom care plans and member interactions. Following promising results from the pilot (Noom users who used Oura Ring were 2.5x more engaged and 2.4x more likely to reach their weight goal), the two are collaborating on a continuation of the partnership to offer an ŌURA

sleep health course in the Noom experience to support members on their metabolic journey.

- **Lifesum:** [Lifesum](#) now offers a sleep-tracking feature with personalized insights and guidance provided by ŌURA. The feature offers users important access to understand the complex relationship between nutrition and sleep. The new partnership integrates via Google's Health Connect for Android platform.
- Behavioral Health
 - ŌURA is committed to changing the conversation around mental and physical health and pioneering new ways of integrating the two. Working with mental health partners allows ŌURA to help fill in the gaps as members seek improvements in overall well-being.
 - [Talkspace](#), powered by ŌURA's Share Report feature, shares personalized sleep data directly with their dedicated licensed therapist through Talkspace's secure, encrypted platform to facilitate better conversations with providers about their health.
 - In partnership with **Headspace**, the provider of the world's most comprehensive digital mental health platform, and **Thrive Global**, the leading enterprise behavior change technology company founded by Arianna Huffington, Oura Members can access select stress-focused Headspace content including meditations, guided breathwork, and muscle relaxation exercises in the Oura App. Thrive will launch a series of sleep and stress management challenges on their platform, with the option for users to integrate their sleep and stress data to encourage the development of healthy, sustainable habits.
- Fitness and Lifestyle
 - Integration between ŌURA and partners in the fitness and lifestyle space is a natural fit. With fashion and function being foundational to ŌURA and Oura Ring, the brand has specifically sought out partners that approach health, fitness, and fashion and more with the same balanced and nuanced perspective.
 - In May 2022, ŌURA partnered with Gucci for a limited-edition **Gucci x Oura Ring**, which was equipped with ŌURA's latest Gen3 technology with a recognizable Interlocking G design, framed by braided torchon detailing around the band.
 - In May 2023, ŌURA announced a partnership with luxury fitness club, **Equinox**. Through the partnership, ŌURA joins seven other luxury lifestyle brands as part of Equinox Circle, a benefit that houses a suite of curated brand partners that will provide exclusive access and offers on products and services to Equinox members. Through the Equinox Shop customers can purchase the co-branded [Rest and Recovery Kit](#), which includes an Oura Ring in select colors, an Equinox ring cover, charger, ring pouch, and 12-month complimentary subscription.
 - Through new, customizable iOS widgets and **Apple Watch complications**, Oura Members can see their Oura Ring data at a glance from their phone or Apple Watch. By downloading an Apple Watch Companion App, lock screen widgets are available to Oura members on any generation Oura Ring, using devices with iOS 16 or higher.
 - The lock screen widgets display Sleep, Readiness, and Activity scores, ring battery level, activity goal progress as active calorie burn or steps, sleep stages, daily movement, heart rate, and skin temperature graphs.
 - **FitOn**, a leading digital fitness platform, partnered with ŌURA to create an exclusive restorative movement and meditation series designed to support Activity, Readiness, and Sleep scores.
 - In 2022, **Strava**, the subscription platform at the center of connected fitness, and ŌURA partnered to import Strava activities into the Oura App experience and share Oura Ring Readiness and Activity scores onto the platform. It was one of Oura Members' most requested collaborations and allowed members of both communities to evaluate performance and recovery in a more holistic way. ŌURA

and Strava are continuing to invest in the integration to further highlight Oura Ring Sleep and Readiness scores in Strava activity posts.

- **Peloton:** Oura Members have the option for a new activity import (which includes the Peloton logo, time, average output, distance, and calories burned from Peloton) and more personalized insights based on these workouts and menstrual cycle information.

- **Retail Partners:**

- [Costco](#) - In March 2025, ŌURA announced its retail partnership with Costco to sell Oura Ring on costco.com.
 - Costco members can purchase a Gold, Silver, or Black Oura Ring 4 in all sizes (4-15) with an additional charger included for free on costco.com.
- In 2024, ŌURA expanded its retail footprint through partnerships with:
 - [Elkjop](#), the largest electronics retailer in the Nordic region.
 - Oura Ring is now available in-store at 100+ locations in Norway, Sweden, Denmark, and Finland and online, with plans for further expansion
 - [John Lewis](#), marking the first time the Oura Ring is available in UK stores.
 - Shoppers can purchase the Oura Ring at johnlewis.com and across all 34 store locations. The UK is already one of ŌURA's best-performing markets with over 60,000 organic users, driven primarily by word of mouth. To date, Oura Ring is sold at 1,200+ retail locations around the world.
 - [Target stores](#) and on Target.com
 - Shoppers can discover ŌURA's full product assortment and shop a broad selection of Oura Ring sizes and styles, as well as ŌURA's sizing kit and charger.
 - [Amazon](#), marking ŌURA's first e-commerce expansion. US Amazon shoppers will have access to:
 - Oura's full selection of innovative and stylish smart rings, including both the [Horizon](#), available in six finishes, including the new [Brushed Titanium](#), and [Heritage](#) styles, available in four finishes, in the [ŌURA Amazon brand store](#)
 - Fast and free shipping options through Amazon Prime
 - Oura chargers (\$59) and sizing kits (\$10) are also available for purchase
- Best Buy (US & Canada) – In 2023, ŌURA announced its first US-based, large-scale retail partnership with Best Buy, making Oura Ring in both Heritage and Horizon styles available at more than [850 Best Buy stores nationwide](#), on BestBuy.com.
 - Just months later, ŌURA and Best Buy expanded their partnership, making Oura Ring available in over [120 stores across Canada](#), and on BestBuy.ca.
 - The brick-and-mortar offering includes in-store sizing, quick store pickup, onsite product education, and a unique shop-in-shop experience.
 - To date, Oura Rings that are offered in-store drive 60% of the ring unit sales at Best Buy.

- **FSA / HSA**

- Oura Ring is [covered and reimbursable](#) via Flexible Spending Accounts (FSA) and Health Savings Accounts (HSA), allowing US-based Oura Members to take advantage of pre-tax dollars to invest in Oura Ring.
 - OuraRing.com supports purchases with FSA and HSA cards, giving millions of Americans who are enrolled in FSAs and HSAs easier access to purchase Oura Ring. Additionally, a new partnership with **Health-E Commerce®** has made Oura Ring available for purchase on FSA Store® and HSA Store®.