

WHY OURA

A first-of-its-kind *smart ring*

Oura Ring is the first wearable designed to paint a truly holistic picture of your health. Born in Finland, our superior craftsmanship and human-centered philosophy give way to a wellness product loved by millions.

88% of Oura Members
see their *health improve*

As Oura evolves, we remain rooted in Nordic wellness principles — that a healthy life is not one of extremes but one of balance. In a time of more stress and more haste, Oura helps you tune in to what matters to create lifelong, sustainable well-being.

As Ours evolves, we remain rooted in Nordic wellness principles — that a healthy life is not one of extremes but one of balance. In a time of more stress and more hustle, Ours helps you tune in to what matters to make lifelong, sustainable wellness.



10+ years of experience
and research

20+ PhDs

working across an in-house interdisciplinary
science team.

4 Generations

with each one smarter, lighter, and more durable
than the last.

1M+ Members

trust Ours to translate their body's messages into
valuable, actionable insights.

Data so accurate
it's personal

The finger provides the most accurate reading of your heart rate, blood oxygen levels, temperature, and more.

99%	♥
Heart Rate Accuracy r² compared to ECG[®]	
98%	⚡
Heart Rate Variability Accuracy r² compared to ECG[®]	
92%	8°
Body Temperature Accuracy r² compared to lab standard[®]	
79%	🛌
Sleep Tracking Accuracy Compared to clinical polysomnography at 30s[®]	

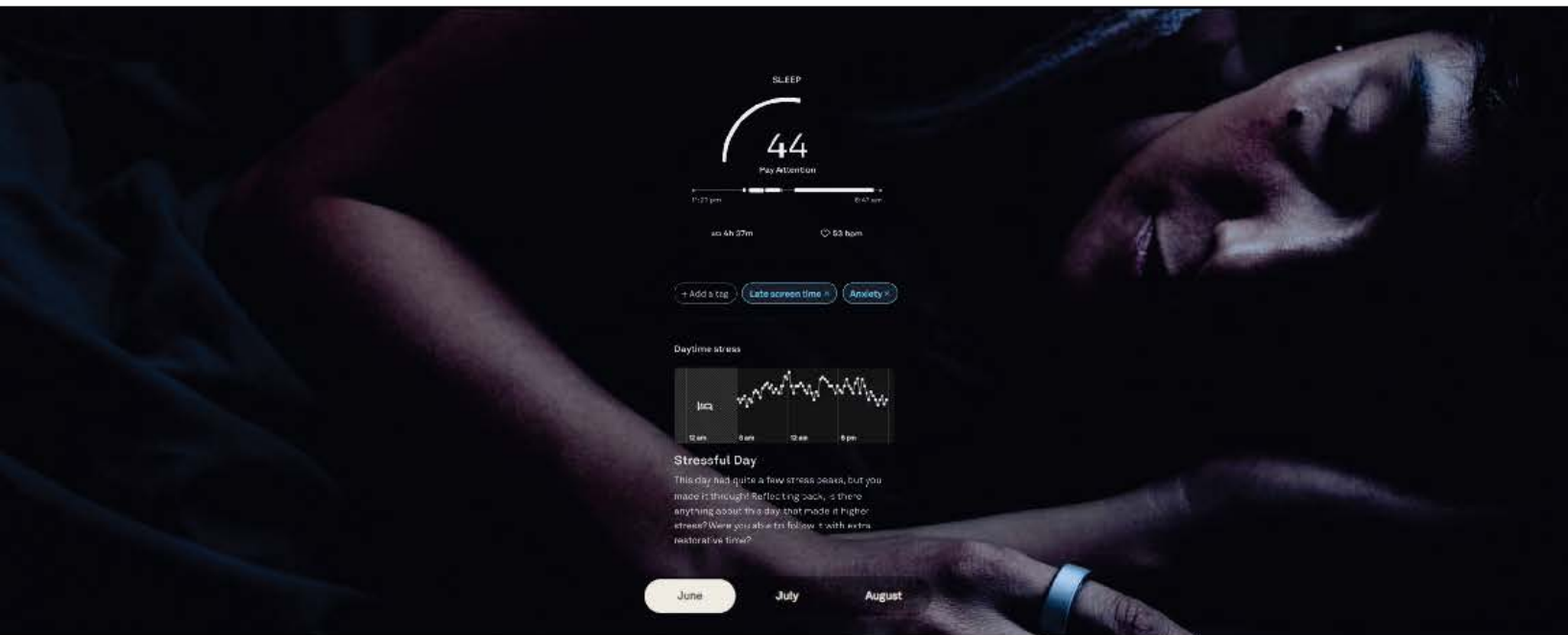
Design is in
our DNA

Oura is rooted in Finnish design philosophy — uniquely designed to pair with your mind and body. Each Oura Ring is made from aerospace-grade titanium, one of the strongest materials on earth. Years of testing guarantee they're comfortable for everyone, crafted to perfection, and long-lasting.



The more you wear it, the
more personalized
your insights become

No two days with Oura look the same. As you evolve, so does your membership — translating your data and lifestyle habits into deeply personal insights that power your lifelong health journey.



2024
Best Sleep Tracker

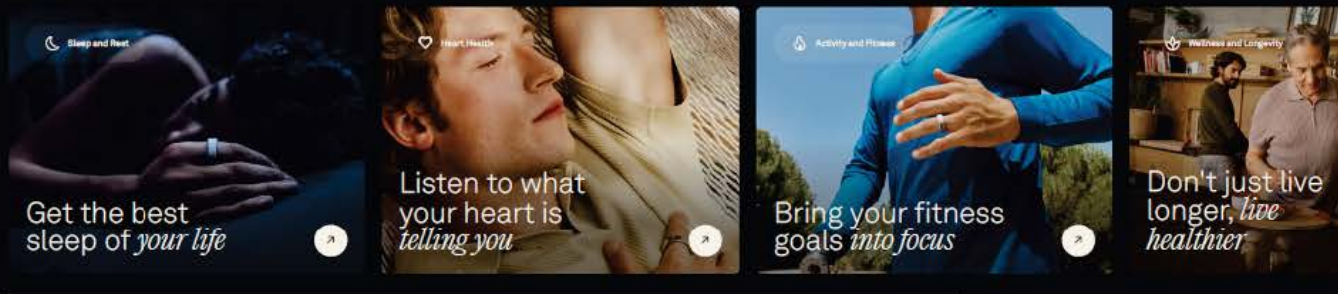
Women's Health

2024
CNBC Disruptor 50 List

CNBC
DISRUPTOR 50

2023
Best App, Health and Wellness

THE
WEBBY
AWARDS



¹ Based on a survey with 699 Oura members after using Oura Ring for 30 days.

² <https://ouraring.com/blog/how-accurate-is-oura/>

³ <https://ouraring.com/blog/temperature-validated-accurate/>

⁴ <https://ouraring.com/blog/new-sleep-staging-algorithm/>

Invest in the
health
of your organization

Our Company

About Us
Leadership
Medical Advisory Board
Careers
Newsroom

Support

Help
Sizing
Membership
Flexible Spending
Heart Rate Monitoring
My Account
Oura on the Web
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For Business
Partnerships
Developers
Blog
The Pulse

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For Business