Pura 4 Diffuser Setup Guide

1. Download and launch the Pura app
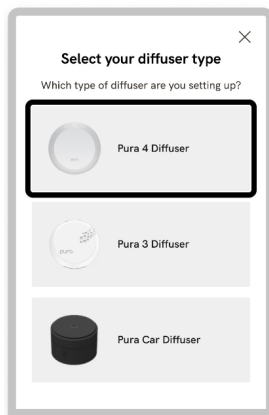

2. Sign In or Create Account
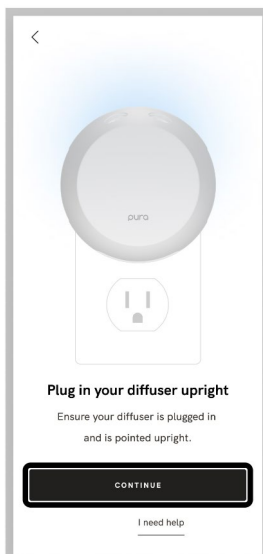   a. Sign in or create an account to begin setting up your Pura diffuser.
3. Home Screen
   a. Once you've signed in, you'll be taken to the home screen of your app. To set up a new Pura diffuser, click the button Set Up Diffuser.
4. Select Pura 4 Diffuser

5. Plug in Pura
   a. Plug your diffuser into the desired outlet. When plugging your Pura 4 in, make sure it is placed in an upright position.

6. Finding your V4 Diffuser
    a. Your app will search for your diffuser. Once it has found it, select Continue.
    b. If you get a No Diffusers Found screen, enable your Bluetooth permissions on your phone.
7. Connect to WiFi
    a. Choose your desired WiFi Network, enter the password, and press Continue.
    b. Please note: Selection needs to be a 2.4 GHz WiFi network.
    c. If you get a No WiFi Networks Found screen, place your diffuser in an open area and make sure it is close enough to your network access point, and try again.
8. Green Light
    a. Your diffuser will light up with a green light once it has been successfully connected to WiFi. Press Continue in the app to proceed.
9. Select a room
    a. Set your diffuser room by clicking the drop-down and selecting the desired room. This will make it easier to find in your device list later on. Once the diffuser has been named, click Continue.
10. Wait for potential update
    a. A check will run to ensure there are no missing updates. Please follow the on-screen prompts to update if needed.
    b. If your diffuser is up to date, select Continue.
11. Insert fragrances
    a. Remove the fragrance vial caps and insert the fragrance into your diffuser.
12. Smart Vial
    a. Smart Vial will automatically detect the inserted scent. Press Continue.
    b. Fragrance not detecting - Check the back of the vial to see the SKU number.
    c. Three-digit SKU: A three-digit SKU means your vial is a non-Smart Vial. Scan the QR code on the back of your vial or enter the three-digit code into your app to use your fragrance.
    d. Four-digit SKU: A four-digit SKU is a Smart Vial. If your Smart Vial is not auto-detecting in the app, please scan the QR code or enter the four-digit code. If you encounter any issues, please reach out to our Customer Care team.
13. Click Done to complete your Pura 4 setup.
    a. Happy Scenting!

Pura FAQs

What do I need to get started?

To start scenting, you'll need:

- A Pura smart fragrance diffuser
- A fragrance
- A power outlet
- A phone that will connect to the diffuser via Bluetooth
- A high-speed home internet connection with a 2.4GHz WiFi network (5 GHz is not supported).

Setting up Pura is easy—follow the steps in the Pura app to set up your diffuser.

Why can't I smell my Pura?

There's a possibility you may experience issues smelling your fragrance if the diffuser is placed near an air vent in your home. Cool air can cause the smell of the fragrance to fall to the floor. Placing your diffuser near an air intake vent may cause the fragrance to be ingested by your ventilation and eventually trapped by in-home air filters even when the diffuser is not running.

It's also not recommended to place and run your Pura diffuser near open windows, or exiting doors since this directs the fragrance flow towards the outside of your home.

Check that you are using desired fragrance strength -

We've categorized our fragrance strengths in three ways:

- [Subtle fragrance](#)
- [Medium fragrance](#)
- [Strong fragrance](#)

We recommend finding how fragrance is categorized by strength first. Doing so will help you understand where your current fragrance and other fragrances rank in smell strength.

You may have chosen a more subtle fragrance, so if you would you like one with a stronger smell check the other rankings out.

Are your fragrances kid & pet friendly?

Our mission at Pura is to bring safe, premium fragrance to your home. Pura fragrances are pet and kid friendly, paraben/phthalate free, and cruelty free. Take a look at our Pura Promise page to see how we're always trying to do the right thing.

What ingredients are in your fragrances?

Pura fragrances are thoughtfully designed to never include harsh chemicals. We avoid ingredients known to cause potential harm to health or the environment, and each fragrance is ethically sourced. You can view the main ingredients of each fragrance on the website under each fragrance description. For more information on fragrance ingredients, including Pura's 'No List', see the Pura Promise.

Why can't I smell my fragrance if there's still a little bit of liquid left?

Our fragrances are created with an oil to effectively disperse scent. While fragrance life varies from scent to scent, if you can't smell your fragrance anymore and it's been diffusing for over 100 hours, the oil that is left is just that—oil, not fragrance. Time to change it out for a new one!

Where can I find technical support?

Check out our technical support articles for how tos, troubleshooting, and step-by-step guides. If your issues aren't resolved after looking at these articles, feel free to contact us.

What are the WiFi network requirements?

Your Pura diffuser requires a 2.4GHz wireless network connection. If you purchased a diffuser but don't have a home network available, you can add a 2.4GHz network by working with your internet serviPura diffusers use 2.4GHz wireless networks because the 2.4GHz frequency has a longer range and can extend more easily through walls and through larger homes, creating a better experience for our users.

Your Pura diffuser does not support 5GHz WiFi networks, and only supports 2.4GHz connections.

Most home WiFi routers broadcast either 2.4GHz and 5GHz frequencies, though more modern ones commonly feature both, either presented as two different available networks.

Note: It is possible that your router features both 2.4GHz and 5GHz frequencies, but one frequency has been disabled.

If you're unsure which frequencies your router features, you can review your router configuration or contact your router manufacturer for more details. If you received your router from your internet service provider (ISP), you may be able to contact them to get router support and information.ce provider or IT administrator.

In situations where additional security features are implemented in home networks, you can use MAC address authentication, where you can manually add your Pura diffuser's MAC address into your network configuration to allow it to bypass security features, including captive portals.

Captive Portals are interfaces that typically include a web form that is required to be filled out to connect to a network. The web form could require a username and password, a security code or key, or might feature 2-factor authentication.

In any case, the Pura diffuser is unable to present this interface and therefore will not be able to connect to the network. To simplify this, you can tell if you are using a captive portal network if the WiFi requires you to enter a username when signing in.

What is Pura Glow?

The Pura Glow is our lighting feature on the back of the diffuser.

This is used to indicate statuses, like when your diffuser is setting up or powering up.

Or it can be used to create a unique combination experience of light and scent. Where you're able to dictate the mood of the room via your favorite scent and warming color of choice.

Pura Glow can be turned on from the app and will run until turned off manually. You can also automate Pura Glow to follow a scent schedule. To add this feature to your schedule, see our Schedules article.

What is Away Mode?

The Away Mode feature is a great way to conserve your fragrance. Away Mode tracks your location through your mobile device, turning off any running diffusers when you're away so that no oil is wasted when you're not home. The diffuser will resume when you get home. Away Mode will override any set schedules you have.

Note: To enable Away Mode, set the Pura app location permissions to Always Allow. You can read more about Pura's privacy policy here.

What is Puralast?

Puralast™ technology allows your Pura to diffuse each fragrance differently, optimizing your scenting experience. With new smart vials, Puralast uses fragrance-specific data, accounting for the size of the room and your desired intensity, to intelligently scent your space for up to 120 hours.

Every nose is different, and every fragrance diffuses differently. You'll periodically be prompted to give feedback in the app, which will help Puralast regularly update to diffuse more efficiently for your space. The more feedback you provide, the better your scenting experience.

The size of the room you're scenting should determine the amount of fragrance your Pura puts into the air. Puralast uses your selected room name to automatically diffuse the ideal amount of fragrance, delivering your desired intensity for the space. We're continually updating Puralast to make this process even smarter.

Puralast dynamically adjusts scent diffusion over time to maintain your desired intensity through the life of the fragrance, removing the need to adjust it manually. This gives you a better fragrance experience from start to finish, while also extending the life of each fragrance.