# Pura 4 Diffuser Setup Guide

1. Download and launch the Pura app
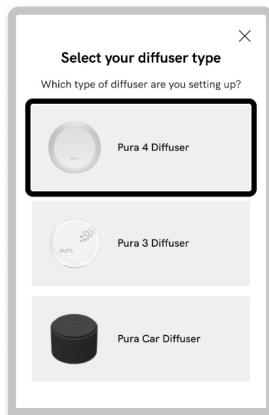
   

2. Sign In or Create Account
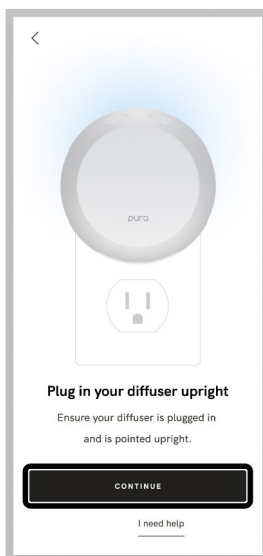   a. Sign in or create an account to begin setting up your Pura diffuser.
3. Home Screen
   a. Once you've signed in, you'll be taken to the home screen of your app. To set up a new Pura diffuser, click the button Set Up Diffuser.
4. Select Pura 4 Diffuser

   

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.

## Pura Diffuser Features:

- **Schedule Feature** - Transform your home ambiance with schedules! Our scheduling feature allows you to craft a personalized schedule for your home scenting experience for specific days and times of the week. Choose from pre-set options, or create your own schedule.
- **Amazon Alexa Feature** - We strive to create value by integrating leading smart home systems that elevate the way Pura works for you. Our Alexa Skill allows you to control your Pura using only your voice, creating a simple, easily accessible smart home experience. Note: To use Alexa, update your Pura app to version 3.4.5 or newer. Check your app version by opening your Pura app and clicking on the settings tab. Your version number will be displayed on the bottom of your screen.
- **Google Assistant Feature** - We strive to create value by integrating leading smart home systems that elevate the way Pura works for you. Our Google Assistant allows you to control your Pura using only your voice, creating a simple, easily accessible smart home experience. Note: To use Google Assistant, update your Pura app to version 3.4.5 or newer. Check your app version by opening your Pura app and clicking on the settings tab. Your version number will be displayed on the bottom of your screen.
- **Timer Feature** - The Timer feature allows you to set a specific amount of time for it to run, starting immediately. Once the timer has run out, the diffuser will automatically turn off. Please note that the timer feature takes precedence over all other features, including schedules.
- **Always On** - Always On can be turned on from the app and will run a fragrance non-stop until turned off manually or until an overriding feature is turned on. For more information on what features take priority, please visit our Priority of Features article.
- **Away Mode Feature** - 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. Select the 'Priority of Features' option below for more information. Note: To enable Away Mode, set the Pura app location permissions to Always Allow.

- **Priority of Features** - Pura has tons of options for running your scents. See each feature below to see which feature takes precedence. Away Mode has the highest priority and will override all other features such as Timer, Schedules, and Always On. The Timer has the second-highest priority and will override all other features such as Schedules and Aways On. Schedules will only take priority over the Always On feature.
- **Lighting Features** - Pura's diffuser comes equipped with a lighting feature that is used in many different ways. Pura see the light in two different ways:
   - Status - A way to communicate to customers what their device is doing, if an interaction is required from the customer, if the device is updating, an error indicator, etc.. Pura has a few different status colors for actions or updates with the diffuser. The general idea behind these colors are: Blue: Setup light. Most commonly used by Pura during the onboarding process. Green: Success! Meaning the action or update completed successfully. Red: Failure. Something went wrong and follow action is required by you. Orange: Updates. This color is typically used when the Pura diffuser is updating.
   - Pura Glow - We see this as the added lighting experience brings to you while your favorite scent is filling the air. Or to help give a subtle lighting experience in your favorite room at night, even if no scent is flowing.
   - The diffuser is equipped with two lights, the Pura Glow (back of the diffuser) and the Reset Button (hidden under the diffuser faceplate).
   - Reset Button - The reset button light typically indicates an action is required. You can find the reset button under the magnetic faceplate.
      - Red and Green alternating reset button light means the device is connected to wifi just not properly connecting to the app. If the diffuser and app aren't connecting properly you won't be able to control it quite as accurately. For this, we do apologize for any inconvenience this may have caused. Thankfully, we have a troubleshooting guide to help get your diffuser and app connected.
      - Orange flashing light means an update to the diffuser is taking place.
      - When the reset button is flashing red, this means the diffuser isn't connecting to wifi.
      - If you are seeing a purple light (flashing or solid) coming from your reset button on your diffuser, something may be wrong with the heater on your diffuser - please reach out select Contact Customer Care and include a photo or video of this occurring!

## 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.

# Troubleshooting Help

## My Diffuser is Offline

Update your Pura app to the latest version - Errors and diffuser connectivity issues are often caused by old app versions. To ensure smooth experiences, we recommend you update your Pura app to the latest version.

## Diffuser won't connect to WiFi

If your Pura diffuser won't stay connected to your internet, you may have a WiFi compatibility issue. Pura diffuser's are incompatible with the following WiFi settings:

- 5Ghz WiFi
- Hidden networks
- Mac address authentication
- WiFi that requires you to enter a username
- Additional security features

If you have one of these settings, you can work with your WiFi network provider to make changes required for your Pura diffuser.

Re-launch the Pura App
Force close the Pura mobile app, relaunch it, then re-setup your Pura diffuser.
For directions on how to force close an app, check the links below:
[Apple/IOS](#)
[Android](#)

Move device closer to router - Moving your diffuser from its current location to one closer to your router can help with its connection strength. It's recommended the diffuser be in line of sight of the router. Trying to avoid having obstacles between the router and the diffuser such as walls, furniture, etc.. If that's not possible, that's okay. Just get it as close as you can and retest.

Hard reset your diffuser
Follow the directions in the guide below to hard reset your diffuser:

1. Open App - Open your Pura app and click on the three lines above the diffuser you'd like to reset.
2. Select More - At the bottom of your screen, select More.
3. Forget the Diffuser - Click Forget Diffuser to begin the reset.
4. Unplug and reset - Unplug the diffuser from the outlet and wait 30 seconds. Press and hold the reset button while plugging the diffuser back into the outlet. Continue to hold the reset

button for 10 seconds or until the diffuser breathes a blue light. Once the diffuser breathes blue, your diffuser is ready to set back up.

5. Setup Diffuser - Then follow the instructions to setup your Pura Diffuser

## Step-by-Step Guide to Cleaning

1. Safety First: Before you start cleaning, make sure to unplug your diffuser and switch it off. Safety should always be your first priority.
2. Avoid Direct Spraying: It might be tempting to spray your cleaning solution directly onto the diffuser, but resist the urge. Direct spraying could damage the diffuser's internal components.
3. Use a Microfiber Cloth: Instead, spray your disinfecting solution onto a microfiber cloth first. Microfiber cloths are gentle on surfaces and great at trapping dust and grime. Then, gently wipe the diffuser with the cloth.
4. Say No to Paper Towels: While paper towels might seem like a convenient option, they can leave behind lint and scratches. Stick to a microfiber cloth for the best results.
5. Be Gentle with Cleaners: Avoid using harsh chemical cleaners that could damage your diffuser. Opt for gentle, non-abrasive cleaners instead.
6. Wipe the Exterior: Give the outside of your diffuser a thorough wipe down with a disinfecting wipe or a microfiber cloth sprayed with a cleaning agent. This will help keep the exterior looking new and shiny.
7. Avoid Abrasive Cleaners: Abrasive cleaners can scratch and damage the surface of your diffuser. Stick to gentle cleaners to keep your diffuser looking its best.
8. Clean Hands, Clean Diffuser: After cleaning your diffuser, make sure to wash your hands or use hand sanitizer. This will help prevent the spread of germs and keep your diffuser clean.

## Contact Pura Support:

Hours of Operation - All hours are in Mountain Standard Time (MST)
Email: 8:00 AM - 5:00 PM Monday to Sunday.
We strive to reply to all emails within 24 business hours.
Email Address support@pura.com
Phones: 8:00 AM to 5:00 PM Monday to Friday; closed Saturday Sunday
Phone # 844-292-7872