



*Sally Zalzali*

**BIRTH  
DOULA**

**SALLY'S STATION**  
Health, Fitness & More

[WWW.SALLY-STATION.COM](http://WWW.SALLY-STATION.COM)



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# Welcome to Sally's Station Institute



Hello, I'm Sally, founder of Sally's Station Institute, where your health, wellness, and vibrant journey into motherhood begins. I believe every woman has an inner strength and a unique story. My mission? To help you discover and embrace yours while celebrating your individual strength and beauty.

As a seasoned public health professional, canadian certified birth doula, internationally recognised pre and post - natal fitness expert, nutritionist, and a devoted advocate for women's wellness, I've encountered the diverse needs and aspirations of women at different stages of their lives. Whether it's navigating the trials of pregnancy, embracing the challenges of motherhood, or simply seeking a healthier, more fulfilling lifestyle, I'm here to guide and support you.

Sally's Station is more than just a virtual wellness center; it's a haven of empowerment and community. Here, you'll find personalized programs tailored to your specific needs, and a welcoming and supportive community of like-minded women. From addressing hormonal imbalances and PCOS management to providing comprehensive prenatal care and supporting postpartum recovery, our doors are open to you.

So, whether you're stepping into the world of motherhood, looking to reclaim your health, or seeking a community that uplifts and motivates, you've found your place here at Sally's Station.

*Sally Zalzali*

**FOUNDER, SALLY'S STATION**



# ABOUT US

Our expertise spans fitness, nutrition, and maternal health, encompassing prenatal and postnatal care, birth preparation, and doula support. Our team, led by Sally, is passionate about delivering tailored, effective solutions. We believe in nurturing not just physical health but also the emotional well-being of our clients, empowering women to live their healthiest lives.



# MISSION

Our mission is to inspire, nurture, and revolutionize the way women experience fitness, nutrition, and maternal health. At Sally's Station Institute, we ignite a transformative journey towards optimal health and wellness, exclusively tailored for every woman.



# VISION

To be the world's most trusted and innovative health and wellness brand for women, revolutionizing the approach to fitness and maternal health. We envision a future where every woman is equipped with the knowledge, support, and resources to lead a healthy, fulfilling life, regardless of her life stage.



# OUR GOALS



## **Become a Leading Authority**

Establish Sally's Station Institute as the foremost expert in women's health and wellness, especially for pregnancy and post-partum care.



## **Innovative Solutions**

Continually develop and offer groundbreaking, research-backed health and wellness programs.



## **Community Building**

Create a supportive, engaged community where women can share experiences and learn from each other.



## **Brand Recognition**

Achieve widespread recognition and positive reputation for exceptional service, results, and client care.



# CORE VALUES

## **Integrity and Honesty**

Upholding the highest standards of ethical practice and transparent communication.

## **Compassion and Care**

Providing personalized, empathetic support tailored to each woman's unique needs.

## **Innovation and Excellence**

Continuously striving for improvement and cutting-edge solutions in health and wellness.

## **Inclusivity**

Welcoming and supporting all women, respecting their diverse experiences and challenges.



*"In nurturing our well-being, we cultivate the power to embrace every stage of life, from the miraculous journey of motherhood to the unwavering strength that lies within. Together, let's redefine wellness, empower one another, and inspire a legacy of vibrant, thriving women."*

*Sally Zalzali*





# WHY CHOOSE SALLY'S STATION?

## **Expertise and Experience**

Led by Sally Zalzali, a seasoned professional in fitness, nutrition and breastfeeding.

## **Customized Care**

Unique, personalized approach to each client's health and wellness journey.

## **Proven Results**

Track record of helping women achieve their health goals, especially during and after pregnancy.

## **Trust and Transparency**

Committed to honest, open communication and ethical practices.



# BIRTH DOULA

Our birth doula program provides tailored support from an experienced professional dedicated to guiding and nurturing you through the transformative journey of childbirth. Whether you need emotional reassurance, physical comfort, or informed advocacy, we are committed to being there for you every step of the way. We help you understand your options, enhance communication with healthcare providers, and empower you to make informed decisions about your birth experience. Join us for a more positive, supported, and fulfilling journey into birth and parenthood.



# WHAT IS A BIRTH DOULA?

The doula is a professional trained in childbirth who provides emotional, physical, and educational support to a mother who is expecting, is experiencing labor, or has recently given birth. Their purpose is to help women have a safe, memorable, and empowering birth experience.



# EVIDENCE ON DOULAS

Research involving over 15,000 people shows that continuous labor support from doulas leads to more normal vaginal births, less pain medication, less negative feelings about childbirth, and lower cesarean rates. Continuous support by a trained doula yields the best outcomes.



# BIRTH DOULA

## Key Features

### 1. Personalized Birth Preferences

- We collaboratively develop birth preferences that reflect the mother's unique desires and needs for her birth, ensuring she feels in control and informed.

### 2. Comprehensive Birth Support

- Constant physical, emotional, and informational support during labor from a trained doula.

### 3. Prenatal Meetings

- Regular meetings before the birth to discuss expectations, answer questions, and build a trusting relationship.

### 4. Postpartum Follow-Up

- Beyond childbirth, we offer support during the postpartum period, helping new mothers transition smoothly into the early stages of motherhood.



# BIRTH DOULA

## Providing Comprehensive Birth Support

### 1. Physical Support

- Pain management techniques that enhances your comfort and help labor progress more smoothly.
- Creating a calm environment and helping with nourishment and hydration.

### 2. Emotional Support

- Offering reassurance and empowerment.
- Reducing anxiety and stress, contributing to a more positive birthing experience.

### 3. Informational Support

- Providing valuable information about the stages of labor, medical interventions, and postpartum care. This knowledge empowers you to make informed decisions about your birth experience.

### 4. Advocacy Support

- Ensuring the mom's voice is heard and supporting their right to make decisions.
- Enhancing communication between families and healthcare providers.



# BIRTH DOULA

## Benefits

### 1. Improved Birth Outcomes

- Increased likelihood of having a normal vaginal birth without interventions such as forceps or vacuum.
- Reduced use of pain medication and lower Cesarean rates.

### 2. Shorter Labor

- Continuous support from a doula is associated with shorter labor durations on average.

### 3. Positive Birth Experience

- Reduced negative feelings about childbirth and enhanced overall birth satisfaction.
- Greater sense of control and confidence for the birthing person.

### 4. Better Health for Newborns

- Babies are less likely to have complications at birth when their mothers receive continuous support from a trained doula.



*"Embrace your body's power and potential - it's the greatest instrument you'll ever own. In health, as in life, the harmony we create within resonates beautifully in the world around us."*

*Sally Zalzali*





# CONTACT



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