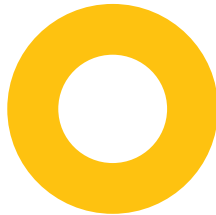
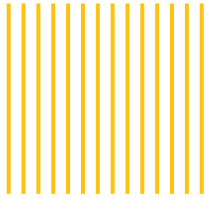
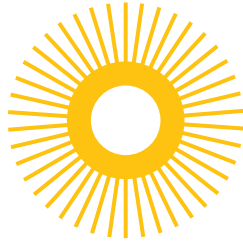




**Built
for
Birthing**



fernandez



**Built
for
Birthing**



Redefining childbirth from a medical event to a natural phenomenon

From patients to mothers

Spectators to participants

Doctor-centric to mother-led

An event to a journey

**FROM DELIVERY TO
BIRTHING**

**Making
Birthing a
Blissful
Experience
for every
Mother**





We Believe

All life is deserving and beautiful
Brought to us by God



We Believe

We are chosen to serve
To make this natural experience
A joyful and memorable one
For every mother



We Believe

We can be the enabler of this moment
With dignity and sensitivity
Irrespective of where they are from
Or what they do



We Believe

Every mother has the right
To listen to her body
To be heard
And to make her decision



We Believe

Every woman deserves
To initiate the lifelong bond
Between mother and child
Without anxiety, without separation



We Believe

Birthing is Blissful
The beginning of motherhood
A first of many more moments to come

Blissful Birthing

SAFE | RESPECTFUL | JOYOUS



The reason, inspiration and focus of our work – 'Mothers and newborns' – form the backbone of our logo.

A pregnant mother and her child are nestled in the arms of the Fernandez 'F' which forms a supportive arch around them. The arched window is a symbol of strength and support, light and openness. The passing through an arch is also considered an act of rebirth.

The Yellow reflects happiness, warmth, energy and sunshine. It represents what we stand for, what we have been practising and what we are committed to – making birthing a blissful experience for every mother.





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