

BL M

COSMETICS



CATALOG

OUR STORY

Blom Cosmetics was born from a desire to provide high-quality, professional nail products at a price that more people can afford. Founded by Avané Crous, a passionate nail educator and artist, Blom is more than just a brand — it's a calling, built with heart, faith, and purpose.

With years of experience in the nail industry and working with numerous international brands, Avané felt something was missing. She envisioned a brand that nail technicians and clients could truly trust — one rooted in consistency, creativity, and care. Guided by prayer and divine inspiration — even receiving the name "Blom" in a dream — every step of the brand has been taken with intention.

Blom sources its raw materials from across the globe but proudly manufactures and packages in South Africa, supporting local businesses and communities wherever possible.

With a strong background in art and colour theory, Avané expertly blends and develops each shade with precision. As a top art student with a deep love for painting, she understands how to create colours that speak to the soul of every nail artist.

At the heart of Blom Cosmetics is a deep love for education. Avané lives to mentor, empower, and inspire future professionals, always striving to give more than just products — but guidance, knowledge, and trust.

"A true mentor not only shows you the way but walks it with you until you find your own path."

— I Love Avané





NON WIPE TOP COAT **R190**

Blom Non-Wipe Top Coat

A crystal-clear, high-shine finish that seals and protects your nail art without leaving a sticky layer. Long-lasting, scratch-resistant, and easy to use – perfect for a flawless, glossy look every time.

FAIRY DUST TOP COAT **R195**

Blom Glitter Top Coat

A dazzling, non-wipe top coat infused with fine sparkles that adds a touch of glamour to any set. Provides long-lasting shine, strength, and protection while giving nails a radiant, shimmering finish.



THE SECRET TO LONG LASTING NAILS:



Prep: R200
Primer: R210



OUR FAVOURITES

Blom Cuticle Oil

A nourishing blend that deeply hydrates and softens the cuticles while promoting healthy nail growth. Lightweight, fast-absorbing, and enriched with restorative oils, it leaves nails and skin feeling smooth, conditioned, and beautifully cared for.

✨ Perfect for daily use to maintain strong, flexible nails and a polished finish.



- Vanilla
- TinyTouch(Baby powder)
- Dragon Fruit Lotus
- Watermelon
- Cotton Candy

R140

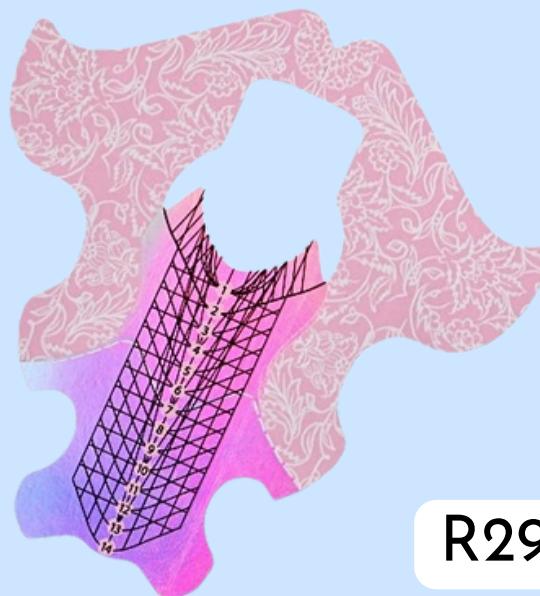
HAND FILES

Bundle Deal:
R160

Each: R35



NAIL FORMS



R290

•Super Sturdy and strong

COMING SOON:



LOW ODOUR NAIL LIQUID

- Low Odour, no more migraines
- Affordable Luxury
- HEMA FREE
- EMA MONOMER
- No MMA!
- Makes for a far more pleasant salon experience.
- 250ml and 500ml

EXTRAORDINARY ACRYLIC COLLECTIONS

