## ABSTRACT OF THE DISCLOSURE

The present invention relates to an oral hygiene composition, particularly a dentifrice composition, which contains microcrystalline cellulose surface-treated with a water-soluble substance and displays excellent shape retention and dispersibility in the oral cavity. The oral hygiene composition of the present invention can be favorably placed on a brush such as a toothbrush because it has low stringiness, and also enables blended ingredients to immediately disperse throughout the oral cavity when it is applied to the oral cavity, therefore, an active ingredient can be dispersed throughout the oral cavity for a longer time, and also imparts an excellent feeling for use.

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