WHAT IS CLAIMED IS:

1. A toothpaste composition for pumping toothpaste products comprising:

sodium carboxymethylcellulose, carbomer, or a mixture thereof; and

xanthan gum,

wherein the sodium carboxymethylcellulose, carbomer, or a mixture thereof is present in an amount of 0.05-1 wt% based on the total weight of the toothpaste composition,

wherein the xanthan gum is present in an amount of 0.5 - 3 wt% based on the total weight of the toothpaste composition, and

wherein the composition has a viscosity of 5,000-20,000 cP under the conditions of 25°C, BrookField, RV-5, 20 rpm.

2. The toothpaste composition according to claim 1, wherein the composition has an initial height of 0.15-0.55 cm and a height of 0.1-0.45 cm after 30 seconds, when it is ejected in an amount of 1 g to an area having a width of 2 cm and a length of 1 cm from a container having a diameter of 0.3-1.0 cm.

3. A pumping type toothpaste product comprising a toothpaste composition comprising:

i) 0.5 to 3% by weight of xanthan gum, based on the total weight of the composition; and

ii) 0.05-1% by weight of sodium carboxymethylcellulose or carbomer, based on the total weight of the composition,

wherein the composition has a viscosity of 5,000-20,000 cP under the conditions of 25°C, BrookField, RV-5, 20 rpm.

4. The pumping type toothpaste product according to claim 3, wherein the composition has an initial height of 0.15-0.55 cm and a height of 0.1-0.45 cm after 30 seconds, when it is ejected in an amount of 1 g to an area having a width of 2 cm and a

length of 1 cm from a container having a diameter of 0.3-1.0 cm.