

ABSTRACT

Provided is a pumping type toothpaste product including a toothpaste composition. The toothpaste composition includes a polishing agent, and thus prevents the piston of a pumping type container from being worn by the polishing agent contained in the toothpaste composition so that the contents of the container may be ejected out smoothly. Also provided is a gel-like toothpaste composition having excellent viscosity retentivity. Further, provided is an oral composition showing high elasticity even at low viscosity, undergoing little change in viscosity with time and having significantly improved shape retentivity, flowability and dispersion stability through the synergic effect of xanthan gum and a thickening polymer.