

The present invention relates to a pumping-type toothpaste product including a toothpaste composition. The present invention provides a toothpaste that reduces wear of a piston of a pumping container due to an abrasive included in a toothpaste composition and enables contents to be easily discharged to the outside of the container. In addition, the present invention provides a gel phase toothpaste composition having excellent viscosity retention. Moreover, the present invention exhibits good elasticity even at low viscosity by virtue of a synergistic effect between xanthan gum and a viscosity increasing polymer, exhibits virtually no change in viscosity over time, and provides an oral composition having greatly improved retention, fluidity, and dispersion stability.