CLAIMS

1. Use of a composition comprising from about 2 mg to about 800 mg of paraxanthine, in the manufacture of a medicament for increasing video game performance in a subject.
2. The use of claim 1, wherein paraxanthine is present in the composition in amount from about 20 mg to about 600 mg.
3. The use of claim 2, wherein paraxanthine is present in the composition in amount from about 50 mg to about 400 mg.
4. The use of claim 1, wherein video game performance is assessed by a measure selected from: accuracy, decision making, reaction time, hand-eye coordination, or game performance.
5. The use of claim 1, wherein game performance in the subject is increased from about 10% to about 70% following administration of the composition.
6. The use of claim 1, wherein the composition further comprises one or more additional active agents.
7. The use of claim 6, wherein in the one or more active agents are selected from: omega-3 fatty acids, vitamin D, vitamin B, protein, selenium, fast digestive carbohydrates, vitamin K, calcium, vitamin A, ashwagandha (Withania somnifera), Acetyl L-Carnitine, tyrosine, N-acetyl-L-tyrosine, Ergothioneine, tryptophan, 5-HTP, arginine, citrulline, norvaline, GABA, Dopa (Velvet Bean), Kanna (serotonin), L-theanine, phosphatidylcholine, alpha-GPC (L-alpha glycerylphosphorylcholine), Citicoline (Cytidine diphosphate choline (CPD Choline)), Choline Bitartrate, bacopa Monnieri, Phosphatidylserine, pilocarpine, cevimeline, Amburana cearensis, Lippia sidoides, Paullinia cupana, Plathymiscium floribundum, curcuminoids, caffeine, creatine, green coffee berry, lions mane, niacin, kanna extract, saffron, SAMe, acetyl L-carnitine, huperzine A, lutein/zeaxanthin, rhodiola, theacrine, methylcobalamin, macuna methyliberine taurine, electrolytes, inositol enhanced arginine silicate, nitrates, adenosine triphosphate, valerian root, quercetin, hesperidin, milk thistle, and Solanum asperum.
8. The use of claim 1, wherein the composition is to be administered prior to the onset of play.
9. The use of claim 1, wherein the composition is to be administered during video game play.

10. The use of claim 1, wherein the composition is to be administered at repeated intervals during video game play.
11. The use of claim 1, wherein the composition is to be administered to the subject daily for a period of between about 1 and about 9 weeks.
12. The use of claim 1, wherein the paraxanthine is synthetic.
13. The use of claim 1, wherein the paraxanthine is derived from a natural source.
14. Use of a composition comprising from about 2 mg to about 800 mg of paraxanthine, in the manufacture of a medicament for enhancing electronic gameplay endurance in a subject.
15. The use of claim 14, wherein paraxanthine is present in the composition in amount from about 50 mg to about 400 mg.
16. The use of claim 14, wherein the subject has engaged in electronic game play for at least about 100 minutes.
17. Use of a composition comprising from about 2 mg to about 800 mg of paraxanthine, in the manufacture of a medicament for enhancing mood of a subject during electronic gameplay or preventing decrease in mood of a subject during electronic game play.
18. The use of claim 17, wherein administration of the composition to the subject decreases, or prevents the increase of, one or more of tension, depression, anger, fatigue and/or confusion in the subject during electronic game play relative to a subject who has not been administered the composition.
19. The use of claim 18, wherein administration of the composition to the subject decreases, or prevents the increase of, tension and/or anxiety in the subject during electronic game play relative to a subject who has not been administered the composition
20. The use of claim 17, wherein administration of the composition to the subject increases, or prevents the decrease of, vigor in the subject during electronic game play relative to a subject who has not been administered the composition.
21. A composition comprising from about 2 mg to about 800 mg of paraxanthine for use in increasing video game performance in a subject.
22. A composition comprising from about 2 mg to about 800 mg of paraxanthine for use in enhancing electronic gameplay endurance in a subject.

23. A composition comprising from about 2 mg to about 800 mg of paraxanthine for use in enhancing mood of a subject during electronic gameplay or preventing decrease in mood of a subject during electronic game play.