We claim,

1. A non-therapeutic use of a Sphaeranthus indicus derived herbal ingredient selected from extracts and fractions standardized to 5% to 12% 7-hydroxyfrullanolide ~~at least one frullanolide/eudesmanoid sesquiterpene compound~~ as a natural energy enhancer for providing an onset and steady maintenance of energy and mental alertness in a warm blooded healthy animal or mammal in need thereof.

2. A non-therapeutic use of a composition comprising at least one Sphaeranthus indicus derived herbal ingredient selected from extracts and fractions standardized to 5% to 12% 7-hydroxyfrullanolide ~~at least one frullanolide/eudesmanoid sesquiterpene compound~~ in combination with at least one biologically active ingredient selected from extract of Garcinia mangostana fruit rind, Osmium basilicum, Zingiber officinalis, Tribulus terrestris, vitamins, amino acids, taurine, an extract of Ginkgo biloba, Rhodiola and an extract of guarana, optionally containing an excipient, diluent or carrier, as a natural energy enhancer for providing an onset and steady maintenance of energy and mental alertness in a warm blooded healthy animal or mammal in need thereof.

3. A non-therapeutic use of a composition comprising at least one Sphaeranthus indicus derived herbal ingredient selected from extracts and fractions standardized to 5% to 12% 7-hydroxyfrullanolide ~~at least one frullanolide/eudesmanoid sesquiterpene compound~~ in combination with an extract of Garcinia mangostana fruit rind standardized to α-mangostin or γ-mangostin or both and at least one excipient/diluent as a natural energy enhancer for providing an onset and steady maintenance of energy and mental alertness in a warm blooded healthy animal or mammal in need thereof.

~~4. The use as claimed in any one of claims 1 to 3, wherein the compound for standardization is selected from the group consisting of 7-hydroxyfrullanolide; 11α,13-dihydro-3α,7α-dihydroxy-4,5-epoxy-6β,7- eudesmanolide; 11α,13-dihydro-7α-acetoxy-3β-hydroxy-6β,7-eudesm-4-enolide; 3-keto-β-eudesmol; 11α,13-dihydro-3α,7α-dihydroxyeudesm-4-en-6α, 12-olide; 11α,13-dihydro-3α,7α-~~

~~dihydroxyfrullanolide; 11α,13-dihydro-7α,13- dihydroxyfrullanolide; 11α,13-dihydro-7α-hydroxy-13-methaoxyfrullanolide; 2α,7α-dihydroxy-4-en-11,13-dihydroeudesm-6,12-olide; 2α-hydroxycostic acid; 3-keto-7α-hydroxyeudesm-4-en-6,12-olide (cryptomeridiol); 4-epicryptomeridiol; sphaeranthanolide; 2α-hydroxysphaerantholide; 2α-acetoxysphaerantholide; 2α,7α-dihydroxysphaerantholide; 2α-acetoxy-7α-hydroxysphaerantholide and 2α- acetoxy-5α-hydroxyisosphaerantholide or mixtures thereof.~~

5~~4~~. The use as claimed in claim 1 or 2, wherein the Sphaeranthus indicus derived ingredient is obtained from at least one of the plant part selected from leaves, flower heads, stem, root, whole plant or mixtures thereof or is chemically synthesized.

6~~5~~. The use as claimed in any one of claims 1 to 3, wherein the extracts and the fractions are ~~obtained~~ obtainable by extraction with a solvent selected from the group consisting of C1 to C5 alcohols; C1 to C7 hydrocarbons; esters; water and mixtures thereof.

~~7. The use as claimed in claim 1 or 2, wherein the extracts and fractions are standardized to 7-hydroxyfrullanolide/other frullanolide/eudesmanoid sesquiterpene(s) compound.~~

~~8. The use as claimed in claim 7, wherein the concentration of the active compound 7-hydroxyfrullanolide/other frullanolide/eudesmanoid sesquiterpene(s) in the extracts and fractionseither individually or together varies in the range of 0.01% to 99.99%.~~

9~~6~~. The use as claimed in any one of claims 1 to 3~~claim 7~~, wherein the extracts and fractions are standardized to 5% 7-hydroxyfrullanolide.

1~~0~~7. The use as claimed in claim 2 or 3, wherein the concentration of active compounds, α-mangostin and γ-mangostin, either individually or jointly in Garcinia mangostana derived extracts or fractions varies from 0.01% to 99.99%.

~~11~~8. The use as claimed in any one of claims 1 to 3, wherein the ingredient or the composition is formulated into a dietary supplement, food ingredient, beverage, snack or energy drink.

~~12~~9. The use as claimed in claim 1, wherein the ingredient is used for enhancing physical activity, physical fitness, mental alertness, enhancing energy levels, stamina levels, circulatory health, blood vessel health and for providing better mental health in warm blooded healthy animal or mammal.

~~13~~10. The use as claimed in claim 2 or 3, wherein the composition is used for enhancing physical activity, physical fitness, mental alertness, enhancing energy levels, stamina levels, circulatory health, blood vessel health and for providing better mental health in warm blooded healthy animal or mammal.

~~14~~11. A non-therapeutic method of enhancing natural energy to provide an onset and steady maintenance of energy and mental alertness in a warm blooded healthy animal or mammal in need thereof, wherein the method comprises administering to the warm blooded healthy animal or mammal an effective quantity of at least one Sphaeranthus indicus derived herbal ingredient selected from extracts and fractions standardized to 5% to 12% 7-hydroxyfrullanolide~~at least one frullanolide/eudesmanoid sesquiterpene compound~~.

~~15~~12. A non-therapeutic method of enhancing natural energy to provide an onset and steady maintenance of energy and mental alertness in a warm blooded healthy animal or mammal in need thereof, wherein the method comprises administering to the warm blooded healthy animal or mammal an effective quantity of the composition as claimed in claim 2.

~~16~~13. A non-therapeutic method of enhancing natural energy to provide an onset and steady maintenance of energy and mental alertness in a warm blooded healthy animal or mammal in need thereof, wherein the method comprises administering to the warm

blooded healthy animal or mammal an effective quantity of the composition as claimed in claim 3.